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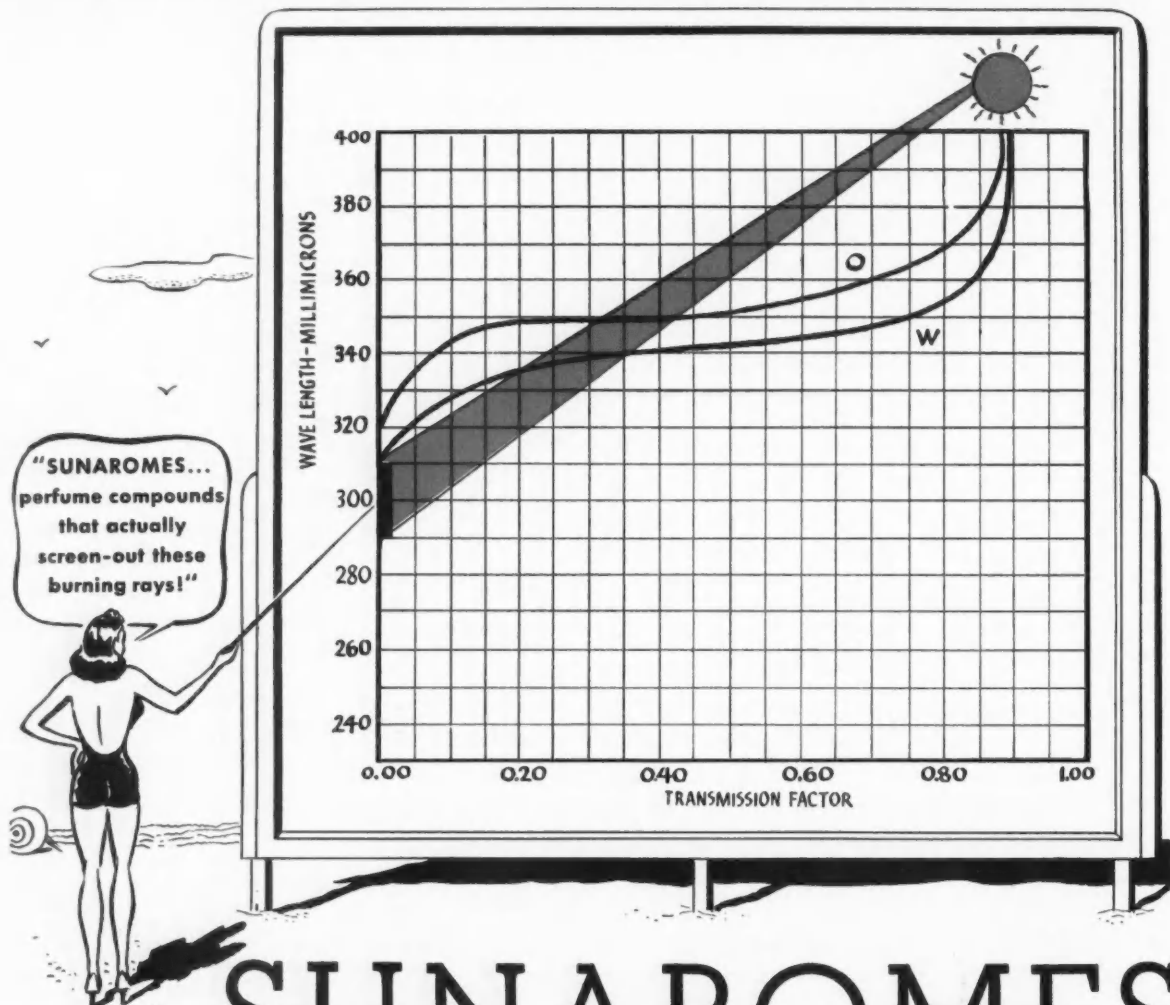
CONTENTS · MARCH 1941

Proposed Trade Practice Rules.....	23
Useful Methods of Testing Products..... <i>Ralph H. Auch</i>	25
Ursolic Acid as Emulsifying Agent..... <i>Arnold Kruckman</i>	31
Shall We Use Point-of-Sale Folders?..... <i>Nathan Abelson</i>	33
The Properties of Sandalwood Oils..... <i>Heber Youngken</i>	36

REGULAR FEATURES

Desiderata..... <i>Maison G. deNavarre</i>	38
Questions and Answers.....	39
Packaging Portfolio.....	40
Editorials.....	42
Flavors Industry Section.....	43
Soap Industry Section.....	49
New Products and Processes.....	59
Catalogs and Developments.....	61
Books to Aid You.....	61
Among Our Friends.....	63
News and Events.....	65
What's Happening Marketwise.....	79
Prices in the New York Market.....	81

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formulas.



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PROPOSED TRADE PRACTICE RULES

PROPOSED trade practice rules for the beauty supplies and barber equipment industries, as yet not approved by the Federal Trade Commission, have been submitted for views, suggestions or objections. A preliminary hearing has been held and the commission plans further consideration before action.

The proposed rules will not in any respect supplant, or relieve anyone of the necessity of complying with, the requirements of any laws relating to cosmetics, drugs, devices, or other products of this industry, or of any other applicable provisions of law.

Rule 1. Deception as to Industry Products:

It is an unfair trade practice directly or indirectly to cause or promote the sale, distribution, or use of any product of the industry by means of advertisements, descriptions, photographs, depictions, engravings, insignia, designs, illustrations, brands, labels, radio broadcasts, or other representations or selling methods,

a. which have the capacity and tendency or effect of misleading or deceiving the purchasing or consuming public with respect to the manufacture, processing, packing, distribution, origin, grade, quality, quantity, serviceability, size, substance, content, condition, material, character, or price, or results obtainable from or attendant upon the use thereof; or

b. which are false, misleading, or deceptive by reason of the concealment or nondisclosure of material fact; or

c. which are false, misleading, or deceptive in any other respect.

(NOTE: Among the inhibitions of this rule, but not in limitation thereof, is the "false advertisement" of any "cosmetic," "device," or "drug," as such terms are defined in Section 15 of the Federal Trade Commission Act.)

Rule 2. Misuse of Word "Free":

The use of the word "Free," or the equivalent thereof, where not properly or fairly qualified when the article is in fact not free, with the capacity and tendency or effect of misleading or deceiving the purchasing or consuming public, is an unfair trade practice.

Rule 3. Misrepresentation as to Price Reductions:

It is an unfair trade practice for any member of the industry to represent, in

advertising or otherwise, that the price of any article, commodity, or other product, has been reduced from what is in fact a fictitious price, or that such price is a reduced or a special price when such price is in fact the regular selling price of such article, commodity, or other product, or that the regular price thereof is higher when such is not the fact, or to otherwise falsely or deceptively represent the past or current price of any article, commodity, or other product.

Rule 4. Imitation of Trade-Marks, Trade Names, Etc.:

The imitation of trade-marks, trade names, labels, brands, or containers, or any other distinctive and exclusively owned words, phrases, sub-titles, or marks of competitors, with the capacity and tendency or effect of thereby misleading or deceiving the purchasing or consuming public, is an unfair trade practice.

Rule 5. False Invoicing:

Withholding from or inserting in an invoice, billing, or statement any material information by reason of which omission or insertion a false record is made, wholly or in part, of the transaction which such invoice or billing or statement purports to represent, with the effect of thereby misleading or deceiving the purchasing or consuming public, is an unfair trade practice.

Rule 6. "Push Money," "Spiffs," Etc.:

It is an unfair trade practice for any member of the industry, directly or indirectly, to give, pay, or contract to pay, to any clerk or salesperson of any customer-dealer handling two or more competitive brands of merchandise, "push money," "spiffs," or any other bonus, gratuity, or payment, as an inducement or encouragement to push or promote the sale of such member's product or products over competing products of others in the industry,

a. with the capacity and tendency or effect of thereby causing the purchasing or consuming public, when making purchases of such products, to be misled or deceived into the erroneous belief that such clerk or salesperson is free from any such special interest or influence, or is not so subsidized or paid by such member; or

b. with the capacity and tendency or effect of thereby hampering and unduly

restricting the legitimate, free, and full use and enjoyment of such retail trade outlets for the distribution to the public of competing products; or

c. with the purpose or effect, directly or indirectly, of otherwise substantially lessening competition or unreasonably restraining trade in the marketing of the products of the industry; or

d. with the effect of thereby bringing about the granting of an illegally discriminatory service, payment, or price contrary to Section 2 of the Clayton Act as amended by the Act of Congress approved June 19, 1936, known as the Robinson-Patman Act.

Nothing in this rule shall be construed to prohibit any sales plan which involves no deception, illegal discrimination, monopolistic practices, or other illegal effects or practices.

Rule 7. Inducing Breach of Contract:

Inducing or attempting to induce the breach of existing lawful contracts between competitors and their customers or their suppliers by any false or deceptive means whatsoever, or interfering with or obstructing the performance of any such contractual duties or services by any such means, with the purpose and effect of unduly hampering, injuring, or prejudicing competitors in their businesses, is an unfair trade practice.

Rule 8. Defamation of Competitors or Disparagement of Their Products:

The defamation of competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false representations, or the false disparagement of the grade, quality, or manufacture of the products of competitors, or of their business methods, selling prices, values, credit terms, policies, or services is an unfair trade practice.

Rule 9. Aiding or Abetting Use of Unfair Trade Practices:

It is an unfair trade practice for any person, firm, or corporation to aid, abet, coerce, or induce another, directly or indirectly, to use or promote the use of any unfair trade practice specified in these rules.

A committee on trade practices has been created by the industry to cooperate with the Federal Trade Commission and to perform such acts as may be legal and proper to effect these rules.

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USEFUL METHODS FOR TESTING PRODUCTS

by RALPH H. AUCH

A.B., C.H.E.



IS there a cosmetic manufacturer extant, be he ever so humble, who has not given recurring thought to the establishment of a testing group? And, is there a single manufacturer large or small who, having established a testing group, has ever abandoned it or has not found, after living with it for a while, that the results obtainable are beyond original expectations? The answer to both questions is, as far as can be discerned, a very definite No!

This discussion starts with the premise then that the value of and the various methods of establishment and maintenance of a testing group are of sufficient interest to open the subject quite widely. Our own experience with such groups, both loosely and well organized, goes back almost a quarter-century so some of the opinions expressed doubtless will be very biased. There is a natural inclination in such a discussion to get into the closely related preliminary surveys; and large testing groups, particularly, can be so utilized.

It is a moot question then which should come up first for consideration, the value and uses of a testing group or an assorted lot of practical methods for its organization and operation.

TWO TYPES OF TESTING GROUPS

At the two extremes are the testing methods of two very large organizations. The first has no organized testing group but employs a select group of intelligent, attractive young women who go out into the field and call on homes. If the test is on two pieces of advertising copy, the spontaneous choice of the housewife with the casual reasons therefore are recorded for each. On the other hand, if a new product or a reformulated one is being



Homemakers' preferences have leading role in survey results

tested, two somewhat dissimilar packages are left with an appropriate questionnaire. Each call is of sufficient duration to arouse the interest and to obtain assurance of a practical comparative test of the samples. After a reasonable time, usually two weeks or less, a call back is made to pick up the completed questionnaire and invite verbal comment; or if the questionnaire is not completed, to wait until it is.

The second has organized, and maintains, a group of approximately 1000. This group was recruited from among society editors, leaders in women's activities, and from the rank and file; and intentionally includes some persons from the lower strata as well as a few with "cockeyed notions." Members of the group are scattered quite widely geographically, and include young and old.

Their interest is sustained by various means and at considerable expense. These include Christmas and also birthday gifts. An attractive representative goes out and entertains at luncheon in various cities where there are enough members to warrant. Friendly letters giving the "goings on" of the members but usually using fictitious names are sent out at regular intervals. And above all, every effort is made to keep them "sold" on the idea that they are rendering a worth while service.

Now that the group has been functioning for quite some time an "Inner Circle" of one hundred

has been selected. They have been chosen for their prompt and intelligent return of questionnaires. The reaction of this group is obtained first so that any minor adjustments in formulation can be made before incurring the expense of submitting the questionnaire to the whole group. They also are utilized when only a minor point is to be clarified and when time is of the essence.

NUMBER OF SAMPLES USED

Not more than two samples of any one type of product ever are sent out although it is common practice to send more than one pair of dissimilar products, in fact, as many as five pairs have been sent with as satisfactory results as with one or two. The questionnaires are prepared carefully and a definite date is set for their return in the stamped self-addressed envelope. That the testers are conscientious is evidenced by the fact that apologetic notes usually accompany late returns. That they take the work seriously is proved by the very personal and sometimes pathetic reasons, such as illness or death in the family, recounted in detail for their laieness. Obviously, lax members and chronic late reporters are replaced.

There, then, briefly are two dissimilar approaches successfully used although the latter is unquestionably the better and its higher cost fully justified. When only one cosmetic specialty is to be developed or reformulated, the organization and maintenance of a permanent testing group is hardly warranted and the former may prove satisfactory. Under such circumstances, however, we have used groups specially selected for the work in hand.

SPECIAL TEST GROUPS AVAILABLE

Among those who have been found to be accurate and reliable, as well as interested, testers may be included:

1. The sales and advertising classes of a university when the cooperation of the department head can be obtained. After getting the product reaction, evaluation of the tint and/or odor and package design may be invited.

2. The classes of a school of pharmacy, particularly if the product is entirely new or is built around a new chemical.

3. The psychology department of a university especially if the odor, flavor, tint and/or consistency is to be evaluated. (Our employer maintains a department under the full-time supervision of a man whose doctorate is in psychology. A group of employees selected for fitness by the trial and error method do the testing.)

4. The staff of an advertising agency because, appreciating the invaluable data to be gathered, it needs no prodding. This applies equally to the office staff of one's vendors of raw materials and of friends if they are sales minded although admittedly it is somewhat of an imposition.

5. Employees who on company time report to a company-operated beauty salon at appointed times. There, the beauty operator with an employee to

All testing groups are organized and operated to make certain that cosmetics will completely satisfy consumers

work on, has a group of not more than eight before the mirrors of dressing tables following her every step in manicure, make-up or hair dressing as the case may be.

6. Employees testing on their own, only if character and intensity of odor and/or color is to be evaluated since on other testing they have been found to be reluctant to express their honest opinion, possibly through fear of loss of favor if too critical.

7. The enthusiastic users of one's other established products, but this is largely limited to mail order or agency houses having direct contact with their trade.

In any event, a sufficiently large group should be chosen for the work in hand. For example, if the product contains particularly active ingredients such as in a special astringent, underarm deodorant, bleach or freckle cream or depilatory, the group should be large and scattered geographically. If the test is too limited, it may happen readily that not a single tester with an allergy for the particular combination of active ingredients is included, in which case grief on this score will be encountered only after the product is launched.

CORRECT TESTING FOR SEASONAL ITEM

When a new seasonal product such as chap lotion or sun tan oil is to be developed or an old one reformulated and improved out of season, it is imperative that a group of testers be selected in an area where the climate at the moment is suited to the testing of the product. Perhaps, the personal correspondent can dig suitable names out of her file, or the salesman or representative in such territory can provide them or obtain them from his buyers.

A permanent testing group of 350 that has been functioning for more than eight years still has the overwhelming majority comprised of original members. The application blank from which the original selection was made and replacements are recruited is most comprehensive, covering four large pages. It requires a photograph and diverse answers ranging from the age, number of rooms and value of home, husband's or father's occupation, to length of marriage and number of children, if married.

All this required unusual interest in the first place on the part of the applicant and afforded the director the opportunity to select a balanced group. The membership card when issued is accompanied by a

comprehensive descriptive booklet setting forth the aims and value of the group, so it is highly prized.

RETAINING TESTERS' INTEREST

If samples are not sent out for testing at relatively frequent intervals, the testers become restive and write in to ascertain if for any reason they have been dropped. If samples are being sent soon, their inquiries are ignored because receipt of the new samples will pacify them. Otherwise, a friendly letter, written in the second person, to the effect that it takes a great deal of time to digest previous reports, prepare the samples, questionnaires and shipping tags, etc., is sent as a reassurance.

In other words, every effort is made to retain and sustain a high degree of interest. To stimulate the prompt return of the questionnaires fully and carefully filled out, some incentive must be provided. A tactful follow-up letter to jog memories and, if deemed necessary in the case of certain individuals, a mild veiled threat to drop from membership have proved helpful.

One stimulus that has given fair to good results is the offer to send gratis a full-size package of one of the manufacturer's regularly marketed products upon receipt of the completed questionnaire. Likewise, gadgets such as a dental mouth mirror or an attractive bathroom tumbler have proved effective.

PREPARING INTELLIGENT QUESTIONNAIRES

Too much attention cannot be given to the preparation of the questionnaires to accompany the samples. Obviously, the questions asked should not tend to influence the replies. For example, "What do you think of the consistency of this cream? Would you prefer it (a) Heavier bodied? (b) lighter bodied? (c) As is?" is better than "Don't you think the consistency of this cream is satisfactory?" and "Do you prefer your cold cream (a) More highly scented? (b) More sparingly scented? (c) Scented as this one?" will provide more reliable guidance than "Is the intensity of odor of this cold cream about right?" Likewise, with a toothpaste or powder "Would you prefer (a) More foam? (b) Less foam? (c) No foam?" invites more information and certainly is less suggestive and distasteful than the same questions with the word "foam" replaced by "soap".

Whenever possible, the question should be definite and specific, one that will encourage a clean-cut definite reply, from which a reliable conclusion can be drawn. In the case of a product that is not new and must compete with products that are established and favorably known on the market, it is well to insert questions that will obtain the testers' spontaneous replies on the merits and inherent faults of their favorite brand.

Questions well may be added, whenever possible, that will cast some light on how the samples under test compare with the tester's favorite. In fact, un-



Attractive young women comprise one testing group, surveying housewives.

less the product is new and different, competitive brands should be purchased and tried out practically to ascertain which most nearly meets the need and has the fewest inherent faults. The product chosen then may be bought in quantity and transferred to plain containers.

Instead of submitting two test formulations, the best developed to date is prepared and put in containers identical with those into which the competitive product has been transferred. The two then are marked A and B and submitted with the carefully prepared questionnaire. If the test formulation is designed as an improvement over one's already marketed product, the latter in a plain container, rather than the product of a competitor, is submitted as the second sample in the test.

If the product under test comes out as the overwhelming choice in the returned questionnaires, splendid; if it does not, research is started again to overcome the objections uncovered by the collated questionnaires. The improved formula then is submitted to further similar testing.

ADDITIONAL TESTS FOR GROUP

After the formula has been decided upon definitely, the testing group can be utilized to make the odor choice, decide the tint or whether or not a tint is desirable and, finally, determine the intensity of odor and/or tint. So as not to confuse the issue in these final test samples, it is well to head the accompanying questionnaire with a definite statement of purpose. For example:

Note. The samples are exactly the same cream. Sample A is scented with one perfume and B with a second entirely different one.

1. Check the odor you like the better. Sample A. . . .
Sample B. . . .
2. Check how you prefer facial cream scented:
(a) More highly. . . . (b) More delicately. . . .
(c) About like sample. . . .
3. And now for the cream itself. Check the body you like best.
(a) Heavier bodied. . . . (b) Lighter bodied. . . .
(c) About like sample. . . .
4. Check how this cream compares with your favorite brand.
(a) Equally as good. . . . (b) Better. . . .
(c) Not as good. . . .
5. Name your favorite brand

Remarks: (Feel free to make any criticism or suggestions below and on the other side.)

Now to review a few of the unusual things including merchandising slants brought out by a testing group of 350 on a number of products.

RESULTS OF LOTION TEST

Although every merchandiser of consequence of lotion offers his product untinted, the question of whether a dainty amber, pink or flesh tint would prove to be a sales stimulus is a recurring one. A well-known lotion was submitted "as is" as sample A and tinted a delicate amber as sample B, in identical plain bottles with plain labels. That their com-

position was identical was not admitted or even hinted in the accompanying questionnaire.

To the question "which lotion do you like the better?" 59 per cent replied they preferred the tinted; 30 per cent, the untinted; while 11 per cent had no choice. To the question "do you prefer lotion tinted?" 46 per cent answered "yes"; 45 per cent, "no"; and 8 per cent were indifferent in the matter.

TINTING OF FAVORITE LOTIONS

They named 13 different lotions as their favorite brands, of which only two, with 9 per cent and 3 per cent preference, respectively, are tinted. Nevertheless, 13 per cent (the difference between 59 per cent and 46 per cent) unconsciously were influenced perhaps by the presence of the tint. A dainty flesh or pink might have influenced a larger percentage.

The choice of type of perfume appears to move in cycles. A single flower odor was preferred by 37 per cent, a light type by 28 per cent, a heavy by 7 per cent, a bouquet by 17 per cent, and an "oriental" by 12 per cent. The single flower odor choice of the whole group was first, gardenia; second, valley lily; third, sweet pea; fourth, narcissus; with rose and violet tied for fifth.

CHOICE OF PERFUMES

Here are some of the other factors influencing choice: Twenty-one per cent are influenced by the color, some insisting that it must be non-staining; 32 per cent take into account the size of bottle although only 5 per cent admit being much concerned with price; while 24 per cent give consideration to

the type of bottle. Minor percentages buy only by brand, by maker's name and reliability of the manufacturer, on lasting quality (evidently taken for granted by many), and strength.

Perfume is used regularly by 43 per cent, once in a while by 45 per cent, seldom by 12 per cent, and "never" by none. No maker dominates the picture since the "tops" with 14 per cent has it divided between eight of his brands and odors.

The order of size is one dram, one ounce, half-ounce and quarter ounce. Forty-nine per cent insist on a glass stoppered bottle, while 44 per cent like a screw cap and the remainder are content with a cork closure. Twenty-eight per cent insist that the bottle be in an individual box while the others are relatively indifferent.

TOOTHPASTE FOR CHILDREN

Toothpaste especially for children and so branded has never been a success marketwise; however, testers all with one or more children reported favorably. The usual soap and chalk type tinted a delicate pink and with the usual mint flavor replaced by a flavor built around anise met this reception: Eighty-nine per cent like the flavor, several of whom welcomed it as relief from the "fiery" taste of adult's, and 83 per cent preferred the paste itself to that regularly used in the home where 18 different brands found favor.

To the direct question, "Would you buy tooth paste especially for the kiddies?" seventy-nine per cent replied "yes"; 12 per cent stated "no" and the remaining 9 per cent waveringly stated "possibly".

While on the subject of flavor and since the milk of magnesia-type toothpaste continues to be merchandised aggressively, no flavored milk of magnesia has come under observation. Regular milk of magnesia and the same in which a trace of saccharin and oil peppermint were incorporated brought the following reaction in homes which a previous questionnaire had disclosed used this product regularly: seventy-one per cent preferred the flavored, 27 per cent liked the unflavored and 2 per cent were indifferent.

FLAVORING MILK OF MAGNESIA TOOTHPASTE

The reasons for preferring the flavored in order of incidence were: "children like it," "flavoring is great improvement," "flavor takes away chalky taste," "fine for mouth wash," "easier to take (or keep down)," "eliminates tendency to gag" and "better for gas pains." Those commenting unfavorably centered criticism on "flavor sickening," "flavor nauseating" and "precludes use in baby's bottle."

It would appear that the addition of flavor is a convenient way to lift milk of magnesia out of the commonplace and away from the competitive cut-throat pricing.

Back to toothpaste of the soap and chalk type long enough to cover the soap content and type of soap. Paste prepared with powdered soap is preferred to that with powdered castile soap. As for



For occasional problems, college students are good testers

the soap concentration, 4 per cent met better reception than a higher or lower content, the percentages being 53, 29 and 18 respectively.

ZINC STEARATE CONTENT OF FACE POWDER

Face powder is a fertile field for testing. For example, one stock formula was made and repeatedly submitted with a range of zinc stearate content; 73 per cent liked 5 per cent zinc stearate, 12 per cent more, and 15 per cent less in the particular formulation tested. Again, the 20 per cent zinc oxide was replaced with an equivalent quantity in covering power of titanium dioxide, the difference being made up with talc so as to minimize throwing the stock formula out of balance. Forty-seven per cent preferred the former and 53 per cent the latter. This hardly warranted the switch, particularly since the difference in cost of finished powder is under one cent a pound in favor of the titanium dioxide.

COSMETICS FOR THE CONSUMER

To summarize, one does not make cosmetics for personal consumption, so they should not be made to suit the manufacturer or his technical staff, but for the other fellow—the consumer upon whose acceptance his success is directly dependent. The way to find out is to ask the consumer since all are agreed one's family, friends, associates, employes, salesmen or dealers who handle the goods don't know the answers. A testing group, tailor-made to fit the need, appears to be the only logical, reliable and commonsense way to get the answers.

The Package Audit

IN its simplest terms the package audit is a combination of analysis and synthesis, giving careful consideration to the individual characteristics of the manufacturer, his product, the present and potential market, the method of distribution, competition, sales resistances, and promotional methods, culminating in a plan of packaging action that is deliberately designed to inform, persuade, and sell consumers the advantages, desirability, and current usage of the product.

An auditor, using known facts about a business gleaned from its ledgers and other records and applying known principles of accounting, strikes a trial balance which shows the financial status of that business. In somewhat like manner, the package auditor uses a tested and proved set of principles which permit him to measure their value and effectiveness when applied to any packaging problem, and point the way for its improvement.

The principles employed are not new. As a matter of fact, they have been used for many years in analyzing and auditing sales and advertising problems, and the only possible novelty is their application to packaging. The method used, once its elements are understood, is relatively simple, consisting of four well-defined steps. Through them it is possible to review briefly the past, to appraise carefully the present, and to plot the

future action to make the effort profitable.

The first step is the basis of fact—data supplied by the product manufacturer. This covers pertinent facts about the product, its market, competition, distribution, past and present accounts, promotional efforts, and packaging, all as the manufacturer sees and knows it, based on his intimate knowledge of his business. In this preliminary step it is assumed that the manufacturer will willingly cooperate, and not hold back anything which will help the package auditor to arrive at sound conclusions.

The second step, known as fact analysis, sets down, classifies and analyzes the basic information which the manufacturer has supplied. Not alone does this include the use of known marketing principles, but it may also include considerable sales research, among consumers, retailers and wholesalers, in person, by mail, or jointly, as deemed most effective to get facts.

The third step is to lay a foundation for a sound packaging program, designed to correct any weaknesses shown in the fact analysis.

The final step is the detailing of the packaging plan itself, based on the facts which were gathered, analyzed, and checked and rechecked in the previous three steps. Now it must not be assumed that every package audit makes radical or revolutionary changes in a manufacturer's packaging program. As a matter of fact, that neither would be logical nor prove profitable to the manufacturer. However, one of four things will result from such a careful and systematized study:

1. The package audit may confirm the packaging program being carried on by the manufacturer as entirely sound and adequate for his needs.
2. The package audit may modify certain factors revealed in its study, showing that by a substitution of some sort, or a rearrangement of available material, the packaging program will be materially strengthened.
3. The package audit may amplify other factors, such, for example, as using full-color illustrations which will enable the package to perform its duties as display and as a salesman more effectively than through the use of text matter alone.
4. The package audit may originate an entirely new approach in the package, retaining enough of the former package so that old customers will not fail to recognize the product, but so strengthening the appeal of the package to parts of the market heretofore unreached and unmoved, that they may be induced to take buying action favorable to the manufacturer.

This plan of package auditing is based entirely on the conviction that correctly designed packages, like other forms of good advertising and selling, are more frequently the result of painstaking digging for and interpreting of basic facts than they are the sudden inspiration of some gifted genius, wielding a pair of shears, a pen, or a paint brush. And in like manner, the "stuff" on which good packages depend is far more frequently to be found in the retail store, and in the home of the ultimate consumer, than around a broad expanse of mahogany or on an artist's easel.—Willard F. Devenau in *Executive Service Bulletin*.

Wetting Agents Symposium

A SYMPOSIUM on wetting agents featured the joint meeting of the American Section of the Society of Chemical Industry and the American Institute of Chemical Engineers. The first speaker was Prof. F. E. Bartell, University of Michigan, who presented a paper on "Theory of Wetting Agents." Wetting agents have polar and non-polar groups in the molecule. Through orientation at interfaces they bring about a decrease of the interfacial energy and thus serve to give higher adhesional forces at these interfaces. To evaluate properly a wetting agent for a given purpose one must know the energy values, and the energy changes that can be brought about, at the interface or interfaces of the system in question. Surface tension, interfacial tension and contact angle measurements are essential for the determination of energy changes which occur and which give a measure of the degree of wetting of a solid by a liquid.

C. R. Caryl, American Cyanamid Co., spoke on "The Structure of Wetting Agent Molecules." Confining the discussion to synthetic organic compounds, comparison was made of the wetting power and other characteristics of several members from each of four homologous series, (1) the sulfated primary alcohols, (2) the sulfated secondary alcohols, (3) the alkyl benzene sulfonates, and (4) the sulfonated esters of succinic acid. Variations in polar groups and in non-polar groups cause wide differences in their properties. New data were presented for the sulfonated esters of succinic acid, on the area and length of the molecules, and their orientation at an interface as a function of time. Electron microphotographs of sulfur and bacteria treated with wetting agents were shown.

Dr. Samuel Lenher, of the organic chemicals department of E. I. du Pont de Nemours & Co., discussed "Uses of Wetting Agents." He reviewed the present commercial uses of wetting agents, discussed uses of penetrants where soap is replaced, mentioned newer applications of wetting agents with special comment on uses which appear to be novel, and gave a history of the development of commercial wetting agents to their present place in industry.

Thymol a Skin Disinfectant

THYMOL (2-*iso*-propyl-5-methyl-phenol) and its isomers of which, perhaps, the most important are *iso*-thymol (3-methyl-5-*iso*-propyl-phenol) and carvacrol (2-methyl-5-*iso*-propyl-phenol), do not appear to be as widely used in cosmetics as their properties seem to indicate as desirable although, of course, thymol itself is a common constituent of dentifrice flavorings.

At one time thymol was exclusively obtained from ajowan and thyme oils, the latter yielding products of varying composition consisting of mixtures of thymol and carvacrol; but more recently processes have been developed for the economical production of thymol and its isomers by synthetic means.

As long ago as 1932, Silberstein called attention

to the value of thymol in dermatological practice as a harmless skin disinfectant in the form of its alcoholic solution or compounded with camphor. The condensation product produced from thymol and formaldehyde forms a useful material for incorporation in perspiration deodorants; and Silberstein also called attention to the utility of thymol in spray solutions for deodorizing the air.

Probably all the isomers possess useful preservative properties, acting not only as bactericides and fungicides but also as antioxidants. So far as the last property is concerned, only thymol and *iso*-thymol have been at all fully investigated and *iso*-thymol has been placed on the market under a trade name by a well-known firm for express use as an antioxidant.

One drawback to the use of these substances is their practical insolubility in water. It is stated, however, that the soluble sodium salts are effective preservatives and, being practically odorless, these salts possess an advantage over the parent phenols for cosmetic use.—*Manufacturing Chemist.*

Ethereal Waves Cause Odor

AN odor is the blending of ethereal waves. In fact, all odors are composed of and gradually built by ethers, fixatives and radioactive power, according to the research work of John Klochov. Ethers are, he points out, the nervous systems of the material world and disintegrate in the process of constructing the odor. Ethers, he adds, are capable of taking up energy from their surroundings and of then giving it back again, which implies that ethers accumulate force and discharge it. This discharge together with the vibration of the ethers in a new combination of waves creates emanations of the radioactive power of flowers. Each ether has a different wave amplitude and capacity for the accumulation of energy. Absence of one of the three forces renders vegetation odorless.



"The kids will love our new tube—when you squeeze it, it says 'Mama'!"

URSOLIC ACID AS EMULSIFYING AGENT

*Work of Dr. Charles E. Sando, Dept. of
Agriculture . . . Production under way
by Cranberry Cannery . . . Properties*

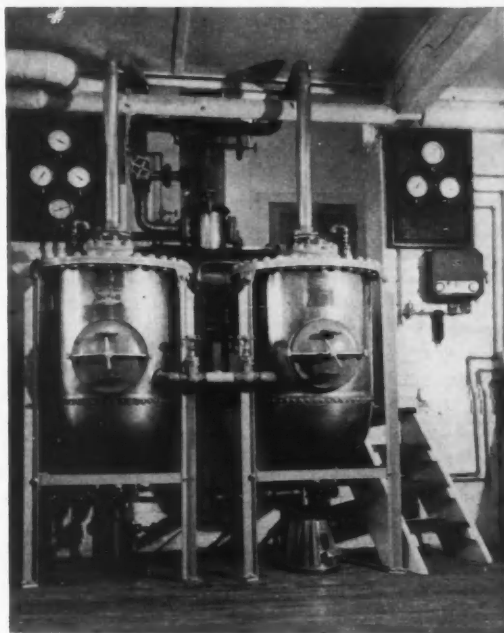
by ARNOLD KRUCKMAN

URSOLIC ACID, a rare emulsifying agent, is being produced at South Hanson, Mass., in an experimental pilot plant built by Cranberry Cannery, Inc., the association of cranberry growers and processors. Dr. Charles E. Sando, of the U. S. Department of Agriculture, who pioneered in isolating the acid in his work with fruits, found that the skins of cranberries offered the best potential resources for commercial production. Reliable sources estimate that it will cost not more than \$10 a pound in commercial quantities. Its usefulness seems to be indicated in Dr. Sando's statement that "in some cases the amount of the emulsifying agent employed may be as low as 0.2 per cent to 0.3 per cent by weight of ingredients."

Originally Dr. Sando called the material malol. Further research in the late '20s, and during the first five years of the '30s, demonstrated that his malol was identical with urson and prunol. He then called it ursolic acid. He found it on the outside of the skins of apples, cherries, dogwood blossoms, and cranberries. In the beginning he assumed apples would be the most prolific source of the acid. He found the wax-like coating of the fruit yielded variable quantities, ranging from a pound for 48 square yards of skin of one type of apple to 231 square yards for another kind of apple. In its crude state, the acid is a greenish yellow powder, resinous to the touch, and very repellant to water. One can take a quantity and keep it completely immersed for considerable period of time and when it comes to the surface it is apparently completely dry.

URSOLIC ACID IN COSMETICS

It also has been found that it puts more gloss on cellulose lacquers, and slows the drying time of the lacquers. It makes a protective coating for paper containers, and has been applied successfully in water-proofing fabrics, woods, and metal surfaces. But its greatest commercial value is assumed to be in the manufacture of cosmetics. The experimental venture of the Cranberry Cannery, Inc., is known to be focussed on the utility of the product as an emulsifier in making cosmetics. Its economic significance to Cranberry Cannery, Inc., may be deduced from the fact that it is regarded as quite possible the making and refining of ursolic acid may be carried on at minimum of 300 pounds a day.



A view of Cranberry Cannery pilot plant, South Hanson, Mass.

The yield obviously may be considerably higher. The annual crop of cranberries in poor years grosses 500,000 barrels, and in better years goes as high as 800,000 barrels. The income swings between \$5,000,000 and \$10,000,000 a year. Production of ursolic acid would add about another million dollars income annually; hence, it appeals to the industry.

General Foods Corp. has been keenly interested in the use of the acid. Aside from the fact that the emulsifying agent, being edible and non-toxic, offers usefulness in manufacturing various foods, it also offers a market for the use of apple pomace which is one source of the acid. Lever Bros. Co. has been experimenting with the acid in making cold creams. A leading New York essential oil house has been interested for the obvious implications of the emulsifying agent, and further because it affords an opportunity for the use of a by-product of the clove bud and a clove waste distillation at the still head. This by-product is oleanolic acid, another acid isolated by Dr. Sando. He originally obtained it from the skins and the waste of cherries, and from grapeskins. It is not identical, but in its properties and effects is almost the same as ursolic acid.

ACIDS OBTAINABLE FROM CRANBERRY CANNERS

The government unfortunately does not have the facilities to enable Dr. Sando to produce the acids—ursolic and oleanolic—even in small quantities. It therefore is useless to write him for samples. Apparently Cranberry Cannery, Inc., South Hanson,

Mass., is prepared to furnish small quantities for experimentation. They have no connection with Dr. Sando, but he has been very sympathetic in cooperating with the various interests that have experimented with the uses of the chemical agent. Dr. Sando is senior bio-chemist of the Bureau of Agricultural Chemistry and Engineering.

Congress several years ago enacted a law making it mandatory that scientists in the employ of the government be permitted to patent by-products of their main work. The law gives them the personal private benefit of such inventions, and the patents are obtained on their behalf by the legal staff of the Department of Agriculture. Such patents are granted with the sole reservation by the government that the agency which employs the individual may have "shop-rights" in the patent. Dr. Sando was urged by officials in the Department of Agriculture to set in motion the department machinery to obtain such patent on the application of ursolic acid and oleanolic acid as emulsifying agents.

Patent No. 2,076,794 is one of the very few patents handled by government agencies and government lawyers for the benefit of the inventor. It appears to be essentially a basic patent. Dr. Sando hopes to gain some modest benefit from the patent himself, but his chief object is to make it available anywhere that it may be widely useful.

ACIDS AND THEIR USES

Dr. Sando thus describes the acids and their uses:

"Vegetable, animal and mineral oils, fats, waxes, hydrocarbons, and other materials of an oily nature insoluble or difficultly soluble in water or not miscible therewith, solid or liquid, can be converted into emulsions with water which are relatively stable by employing sapogenins or their alkali, alkaline earth or other metallic salts, especially the sodium salt, although not necessarily limited to this particular salt as emulsifying agents. In the case of sapogenins, it has been found that those containing at least one carboxyl group in the molecule produce the most satisfactory emulsion. The sapogenins are aromatic polyterpene-like bodies of vegetable origin containing a nucleus of probably five condensed benzene rings. While a considerable number of the sapogenins have been isolated and studied, their exact constitution is still unknown and even the empirical formulas in some cases are still in doubt. Attached to the various rings of the sapogenin nucleus are usually one or more hydroxyl groups, numerous methyl groups and in many of them at least one carboxyl group. It has been the practice to name anew each sapogenin isolated, giving it a name suggestive of the plant source from which it was isolated, such as hederagenin, sugar beet sapogenin, elemic acid, and sumaresinolic acid, etc. Actually, many of these sapogenins are identical as has been shown to be the case with sugar beet sapogenin, guagenin, taraligenin, viscumic acid and caryophyllin, all of which are in reality oleanolic acid, $C_{30}H_{48}O_3$, which occurs on the surface of the grape, on the clove bud, in the sugar beet, and on

olive leaves, etc. It also has been shown that urson, malol, and prunol now are identical with ursolic acid, $C_{20}H_{40}(OH)COOH$, which is found widely distributed in plants and of particular interest as a constituent of the skins of the apple, pear and cranberry. The sapogenins are solids composed of carbon, hydrogen and oxygen, which occur in plants either free or combined and are insoluble in water, but fairly soluble in alcohol, acetone, ether and chloroform. A number of the members of this class of compounds form metallic salts, some of which may readily be obtained in the crystalline state, for example, the sodium salts of oleanic and ursolic acid. Oleanolic and ursolic acids may be recovered by known methods from readily available bi-products such as the pomace obtained from apples, pears, grapes and cranberries, and from solids accumulating in the still heads during the distillation for clove oil. These sapogenins are considered as aglycones and not as glucosides which are distinguished from the former by being most part soluble in water. . . .

"The use of ursolic and oleanolic acids, particularly, may be described thus: 50 grams of olive oil and 0.30 gram finely divided dry sodium leanolate, with 100 grams water, properly stirred, makes a creamy white stable emulsion. Or, 50 grams melted petrolatum, 0.20 gram finely divided dry sodium ursolate, and 100 grams water, properly mixed and agitated, makes a stiff, creamy emulsion. In my experiments and published examples, I have used in various combinations melted lard, cold corn oil, liquid petrolatum, cold olive oil, partly hydrogenated cotton seed oil, hot corn oil, tetrachloride, with ursolic and oleanolic acids, with cold water and hot water, and other aqueous mediums, and obtained stable emulsions. Other fats, oils, waxes and similar substances and mixtures may be used.

ACHIEVING STABLE EMULSIONS

"The object of my invention was to obtain an emulsifying agent to give satisfactory results over a wide range of temperatures; to permit the mixture or incorporation of many other substances without destroying the essential characteristics of the emulsion; to make a non-toxic emulsifying agent; and to produce an emulsion by the use of relatively a very small quantity of the emulsifying agent; and to make a very simple emulsifying agent."

It has been pointed out by other experimenters that ursolic acid and oleanolic acid have no diuretic effects. And since they are non-toxic, it is held informally there may be no need to declare them on the label under the Food and Drug Act.

The various studies are discussed as follows:

"Ursolic Acid," *Journal of Biological Chemistry*, Vol. 90, p. 477, 1930.

"Ursolic Acid," *Journal of Agricultural Research*, Vol. 42, No. 11; Vol. 46, p. 403, 1933.

"Petroleum Ether and Ether Solution of Cranberry Pomace," *Journal of Biological Chemistry*, Vol. 105, p. 643, 1934; Vol. 111, p. 135, 1935.

"Cuticle of Apples," *Journal of Agricultural Research*, Vol. 46, No. 5, 1933.

"Constitution of Malol," *Journal of Biological Chemistry*, Vol. 56, p. 457, 1923; Vol. 114, p. 39, 1936; Vol. 119, p. 641, 1937; Vol. 123, p. 641, 1938.

SHALL WE USE POINT-OF-SALE FOLDERS?

What 60 cosmetic manufacturers have learned about their value in boosting sales . . . Pointers on how and when to use them and what they should contain

CURRENT indications, in the cosmetic industry, show that "point-of-sale" booklets and folders are assuming greater importance and receiving more consideration in today's promotion set-up.

In an effort to check on this trend and plot the course of such material, about 140 pieces of "point-of-sale" literature, distributed by more than 60 cosmetic organizations, were examined.

Findings of this survey will aid materially in providing answers to many a promotion manager's long mulled-over questions of: Shall I use a booklet or folder? What about color versus black and white? Do photographs show up better than drawings? How effective is an indirect approach? What kind of promotion is suitable for my product? Will price listings cheapen the material? Can my products make use of "beauty charts" and other attention-getting devices? What are the types of literature now being used?

WHAT IS "POINT OF SALE" PROMOTION?

Before delving further into the study and its results, it might be well to clarify, briefly, what is meant by "point-of-sale" promotion. Generally speaking, such a medium consists of booklets, folders, and single sheet pieces, distributed at the point-of-purchase, directed at carrying over the advertising message, pushing related items in a

by NATHAN R. ABELSON

line, supplementing the general sales message and passing out much appreciated information on proper product use.

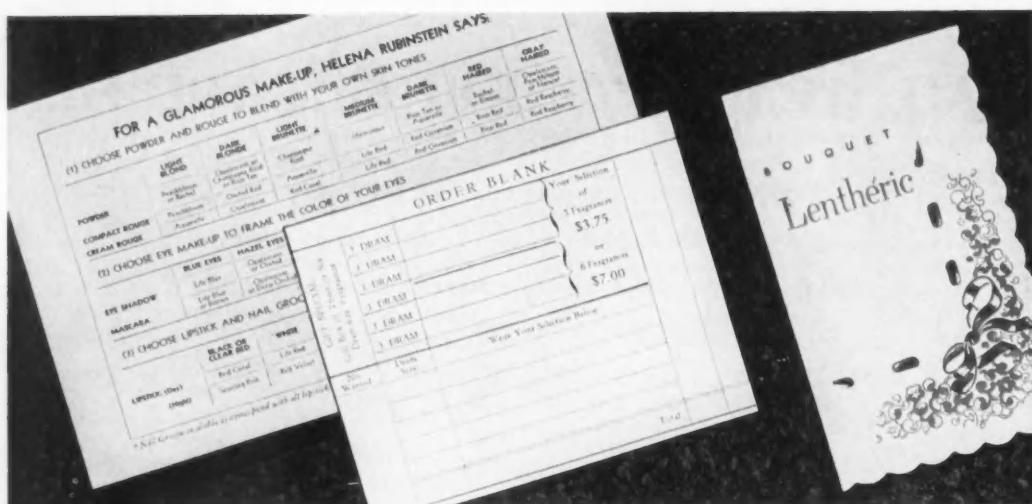
COSMETIC FIRMS USE MANY FORMS

A break-down of the study unmask numerous forms of cosmetic "point-of-sale" material. These are presented in check-list fashion as a guide to present and future promotion planning. In many instances, only slight variations distinguish one piece from another; in other cases, the entire appeal and background differ.

1. Most prominent is the booklet that pictures the product, gives specific directions as to use, adds a few health and beauty hints and concludes with a price list of the complete line.
2. This folder includes all the features of No. 1, omitting only the cost chapters.
3. A brief flowery description is combined with product illustration and price listings.
4. Package dominance, attached order blank, descriptive copy but noticeably absent "how to apply," angles are characteristic of this form.
5. During holiday seasons and special occasions, cosmetic advertisers make elaborate plans for really breath-taking material. Design, paper and illustration



A price list from Primrose House, a consumer questionnaire from Marie Earle, a novel miniature booklet for Richard Hudnut's Gemey, "before" and "after" case histories of Endocrine and product description for Frances Denney represent current pieces



A make-up chart, enabling the customer to choose items which will blend with her skin tones is offered by Helena Rubinstein; an order blank for Blossom Fragrance and a Lenthéric folder are other examples of "point-of-sale" material from manufacturers

are combined for a campaign which is directed to a close tie-up with the event.

6. Coincidental with current quiz enthusiasm is an increasing use of question and answer material. Richard Hudnut presents quite an effective touch in its booklet—*How To Take the Beauty-Angle in Your Du Barry Salon-At-Home*.

7. Seldom seen is the folder devoted exclusively to "blue sky," emotion appealing copy. However, Lenthéric, in a novelty folder, achieves maximum results through—"The daytime fragrance is the fastidious choice of women who define charm in terms of daintiness and good taste. During the busy and informal hours of the day, they radiate a vibrant freshness and a light, delicate fragrance—like a summer garden washed with morning dew."

8. Many of these booklets require long-time reading periods with Helena Rubinstein's 80 pages, Barbara Gould's 48 pages, and Primrose House's 40 pages taking the lead.

9. Endocrine features testimonials of doctors, consumers and laboratory experts, coupled with *before* and *after* photographs.

10. Quite rare are booklets such as those issued by Parfums Lengyel in praise of their "Hungary Water." No effort is made for direct selling, but rather a dignified, restrained approach is used, one that lends an air of priceless quality and splendor as revealed through a history of the product.

11. Closely related are Maria Danica and Blossom Fragrance folders, achieving their objectives through a product story and general description.

12. Ogilvie Sisters and Marie Earle operate through questionnaires that attempt to answer every-day skin problems. (Differs from No. 6 in that consumer does not fill out anything.)

13. Last and frequently most appreciated is the informative health series (Kathleen Mary Quinlan) with a minimum of product plugging.

A tabulation of the hundred and thirty-odd pieces affords a quick insight into existing "point-of-sale" practices. Figures prove that material using two or more colors enjoys a wide popularity over black and white—132 to 6. Additional data re-

veals line and wash drawings as favorites—90 users—with combination photographs and drawings and straight photographic material bringing up the rear. The question of booklets or folders results in a slight advantage for folders although the lead is not very noticeable.

THE PROMOTION MESSAGE—AIMS, APPEALS

More important than production details, however, is the promotion message—its aims and its appeals. Top figure in this group is the 123 pieces found favoring a price listing or some mention of consumer cost. Antoine devotes the entire back cover of his eight-page booklet to price lists; Celares features it on the front of its French-fold; Frances Denney includes cost in general information adjacent to the product illustration. Methods and means vary. Indicative is the fact that such a large percentage tends toward the dollars and cents feature.

Analyzing further the message to the consumer, four separate means of allying the product with "youthful, satin-like skin texture" or "healthy radiance" are noticeable. Leading this series are the advocates of descriptive matter which tells "how" to use the product, usually adding methods of obtaining "best results."

GUIDES TO CORRECT PRODUCT APPLICATION

Close behind come the "step by step" programs offered by many firms as a guide to correct product application. Helena Rubinstein features "First Steps To Beauty" through cleansing (number one), enriching (number two), toning and stimulating (number three); Dorothy Gray spotlights her "Help Yourself" face treatments; Antoine offers "A Program in 5 Simple Lessons."

Third and fourth in this group are those which play strongly on the health angle and offer beauty hints that do not tie in directly with the product. Naturally, however, the close association of these "beauty hints" with the firm's name generally

**ANALYSIS OF 138 "POINT-OF-SALE" BOOKLETS
AND FOLDERS OF 63 COSMETIC ORGANIZATIONS**

General format

Color—132
Black and white—6
Photographic illustrations—36
Drawings—90
Combination photograph and drawings—36
Booklets—55
Folders—67
Single sheet pieces—10

Advertising message

Product application and "best result" methods—60
Beauty hints not directly selling product—36
Health hints—33
"Step-by-step" programs—48
Prices—123
Return order blank—24
"Straight copy" product description—108
"Blue sky" product description—21
Beauty chart—15
Home treatments with salon items—15

proves a most deciding factor in developing goodwill and resultant sales for the merchandise.

In many instances, prominent dermatologists give expert advice on skin and beauty care. This is not an endorsement of the product but rather a helpful service to the consumer.

TWO TYPES OF CONVENTIONAL MESSAGES

Conventional promotion appeals break themselves down to two forms. One is the "straight copy" approach demonstrated by Barbara Gould with— "... A liquid make-up foundation, good for every type of skin and recommended for regular or formal wear. Excellent for neck and throat make-up because it does not rub off on the clothes." The other appeals to the romantic, imaginative reader and usually follows along the lines of Primrose House copy—"To be beautiful . . . The three most important words in the world to woman. They form the phrase her eyes so hopefully reflect in every mirror—to be beautiful! How miraculously a woman's character, her confidence, her every happiness spring from the myriad meanings of these three words!"

Twenty-four folders and booklets gave space for "return order blanks," 15 included the ever-popular "Beauty Chart," and a like number treated on special directions for home treatments with salon items. (Dorothy Gray, Richard Hudnut, etc.)

COMPLYING WITH RECENT LEGISLATION

Significant, too, are the many changes made necessary by recent legislation. Constant revision and checking are "musts" for cosmetic advertisers. A prominent manufacturer comments on this problem with—"Considerable material is in various stages of preparation but materials now available to dealers are at a low ebb because of all the re-writing that has been necessary by reason of recent trade legislation."

U. S. Bottle Molds for Canada

ALTHOUGH it is difficult to obtain permission to import bottles into Canada from the United States, it is possible to import molds which can be used by bottle manufacturers in Canada. A permit is needed for these but it is given more readily than a permit to import bottles. Hence, it is pointed out by the Toilet Goods Manufacturers Assn. that it may be possible to borrow molds from United States firms provided they can be used on machines in Canada. Where molds are borrowed duty must be paid on them when entering Canada which is not refunded when they are returned. By complying with certain regulations, it is possible to return the molds without paying U. S. duties.

Cataloging Odors on Cards

TO obviate the necessity of keeping the numerous essential oils and compounds with which he works in small containers, Dr. Ralph Bienfang, professor of Pharmacognosy in the University of Oklahoma, has devised a unique method for cataloging all of the scents in a way that makes it convenient for him to smell them whenever he wishes in doing his research work on perfumes.

A stock solution of No. 88 cellophane and cellulose acetate in sufficient acetone to make a solution thin enough to drop from a glass rod and thick enough to prevent bleeding of the volatile oil to be added to it is made up. Four or five drops, with the volatile oil in it, of course, are put on a card and dried. The cards are then filed away. It is said that they hold the odor for as long as two years.

Lately Dr. Bienfang has been working on a gadget called the "Nososcope." It is said to be a little brass instrument which has two small pipes on one end which fit into the nose, making it possible for the subject to blend different odors as they are drawn into the nostrils. He is also reported to have worked out a plan by which he classifies odors according to strength, tone, clarity, persistency and esthetic appeal.



Dr. Ralph Bienfang developed a card system for filing odors

THE PROPERTIES OF SANDALWOOD OILS

*Oil from Santalum album of Mysore, India, only
one recognized by U.S.P. . . . Other sandalwood oils*

by HEBER W. YOUNGKEN

Massachusetts College of Pharmacy, Boston

THE most popular and probably the most extensively used of the sandalwood oils is the volatile oil distilled with steam from the sawdust of the heartwood of *Santalum album* L. (Family *Santalaceae*), a tree native to India and cultivated in the district of Mysore under government supervision. The oil content of the wood is stated to be from 3 to 5 per cent. This oil is official in the *United States Pharmacopœia* and *British Pharmacopœia*. It is a pale yel-

low, somewhat viscid, oily liquid possessing the characteristic odor and taste of sandalwood. It is soluble in 5 volumes of 70 per cent alcohol by volume and possesses the following constants:

Specific gravity: 0.965 to 0.980 at 25° C.

Optical Rotation: from -15° to -20° in a 100 mm. tube at 25° C.

Refractive Index: 1.5000 to 1.5100 at 20° C.

The U.S.P. oil is assayed for the percentage of santalols by the same general method employed for the determination of total menthol in oil of pepper-

* Presented to the pre-convention conference of the U.S.P. Sub-Committee on Volatile Oils, Washington, D. C.



Elephants are used to transport all kinds of wood in the Far East; sandalwood grows in Mysore, India, and Dutch East Indies

mint. Oleum Santali is stated in Remington's *Practice of Pharmacy* to be an oxygenated oil containing santalol ($C_{15}H_{26}O$), boiling at $310^{\circ}C$ and Santalal ($C_{15}H_{24}O$), boiling at $300^{\circ}C$. However, Guerbet¹ has found it to contain two santalenes *a* and *b* which are oily liquids of feeble odor and two santalols *a* and *b* which crystallize and possess a little odor, an aldehyde called santalol and an acid called santalic acid, also 2 or 3 per cent of very odoriferous substances which he did not identify and which give the oil its characteristic odor.

AUSTRALIAN SANDALWOOD OIL

A second oil, so-called Australian sandalwood or West Australian sandalwood oil, is recognized by the *British Pharmacopœia* and *French Codex*. It is claimed by Perrot² to be yielded by the wood of *Santalum spicatum* A.DC., but Sprague and Summerhayes who also investigated the species have found it to belong to a different but closely related genus of the same family, and named it *Eucarya spicata*³. It is recognized under the International Rules of Botanical Nomenclature by this name.

This oil is obtained from a large shrub native to western Australia, which is cultivated in eastern districts of Australia as well as near Ludlow in the Southwest. It represents a pale yellow liquid with a very different odor from that of Mysore or East Indian sandalwood oil. It is strongly aromatic and somewhat terebinthinate.

(*Santalum album* is a root parasite but despite this the trees often grow 45 ft. high. *Eucarya spicata* is not a parasite nor is it a tree.)

USED CHIEFLY AS PERFUME FIXATIVE

The alcohols contained in it are also different from those of the East Indian oil. They represent the isomers of santalols which are designated by the name of fusanols. These also occur in oils of plants belonging to the genus *Fusanus*.

According to Goris¹, the constants of this oil are as follows:

Specific gravity: 0.962 to 0.973 at $+15^{\circ}C$.
Optical Rotation: -3° to 9° in a 100 mm. tube.
Refractive Index: 1.498 to 1.581 at $20^{\circ}C$.

This oil has been employed as a perfume in religious ceremonies and in embalming but chiefly as a fixative in perfumery. In medicine, it is stated to have been used abroad in the treatment of cystitis, in catarrh of the bladder, in chronic bronchitis and bronchial pneumonia.

OTHER SANDALWOOD OILS

Another oil of santol, oil of *Santalum lanceolatum* R. Br. has been shipped to France in small quantities. This is stated by Goris and Liot (Vol. 1, p. 506) to possess the same properties as the oil from *Eucarya spicata*, its specific gravity being from 0.968 to 0.973, its refractive index, 0.968 to 0.973 but its optical rotation is -30° to -40° in a 100 mm. tube. This oil contains a sesquiterpene alcohol ($C_{15}H_{24}O$) which Bradfield, Francis, Pen-

fold and Simonsen termed "lanceol". Lanceol is a primary alcohol.

West Indian sandalwood oil is a volatile oil distilled from the wood of *Amyris balsamifera* L. (Family *Rutaceae*). It differs from the East Indian oil by its lower specific gravity (0.962), in being strongly dextrorotatory, and in its lower content of alcohols.

South Australian sandalwood oil is distilled from the wood of *Santalum Preissianum*. It possesses a rose-like odor and a red color.

NEW CALEDONIAN OIL

New Caledonian sandalwood oil is stated to be steam distilled from the wood of *Santalum Freyinetianum* Gand. It is a viscid oil with an odor quite sandal-like with a specific gravity of 0.9782. This species is found growing in Hawaii and yields some of the sandalwood collected in that country.

As far as I have been able to ascertain, the only sandalwood oils which this committee might at present be interested in considering are those yielded by *Santalum Album*, *Santalum Lanceolatum* and *Eucarya Spicata*, for among the other here cited are oils which either are not commercially available at present in sufficient amounts to supply the medical needs or possess certain properties making them inferior for medicinal use.

The *British Pharmacopœia* recognizes under separate monographs Oleum Santali yielded by *Santalum album* L. and Oleum Santali Austrailiensis yielded by *Eucarya spicata* Sprague and Summerhayes. The present U.S.P. recognizes only one of these, the Oleum Santali yielded by *S. album*. The requirements for oil of sandalwood in these pharmacopœias differ.

REQUIREMENT OF PHARMACOPŒIAS

The purity rubric of the *British Pharmacopœia* requires the oil to contain not less than 2 per cent w/w of esters, calculated as santalyl acetate, $C_{17}H_{26}O_2$, and not less than 90 per cent w/w of free alcohols, calculated as santalol, $C_{15}H_{24}O$, whereas the U.S.P. XI merely requires not less than 90 per cent of alcohols calculated as santalol.

The *British Pharmacopœia* requires oil of Australian sandalwood to contain not less than 90 per cent of free alcohols calculated as santalol. Under "Tests for Purity," it is stated to be soluble in 3 to 6 volumes of 70 per cent alcohol at $20^{\circ}C$, to have a specific gravity of 0.970 to 0.976, an optical rotation of -3° to -10° and a refractive index of 1.498 to 1.508 at $20^{\circ}C$. It is assayed by the customary method of determination of free alcohols in volatile oils⁴.

I believe that if the Australian oil or oils are deemed suitable for admission into the U.S.P. XXII, one or both should be placed under a separate monograph from *Oleum Santali*.

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1. Goris, A. et A. Liot. *Pharmacie Galénique* 1 (1939), 505.
2. Perrot, E. *Bull. d. sci. pharmacol.* Nov. 1927.
3. Kew Bull. *Misc. Informat* (1929), 193.
4. *British Pharmacopœia* (1932), 313.

desiderata

Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations

by MAISON G. DENAVARRE



Lather Numbers—The lathering ability of soaps is determined empirically by shaking a definite amount of soap solution in a large bottle, then measuring the amount of foam. Stiepel developed an elaboration of this technique in which definite quantities of soap solution of established concentration were used in a bottle of exact dimensions and special design. Evenso, an Indian soap technician, writing in the *Indian Soap Journal* reports that it is impossible to obtain duplicate results using this technique. This is understandable in part when one realizes that the flask is shaken *back and forth* 20 times in 10 seconds, allowed to stand a while, then the volume of foam is read. *Look at the variables!* In addition, the lather number is used to indicate the detergency of soap. A little investigation will show that the lathering number or power of a soap is not a measure of its detergency, for there are a number of well-known "poor foamers" which possess excellent detergent properties. It must be admitted, however, that in the mind of the consumer, detergency is associated with foaming power.

Suntan—With more money in circulation, a lot more people are going on short cruises, extra vacations at the lakes and farms. All in all, they will be needing protection from the sun, because for the most part, defense work is going to keep many of them pretty busy and not give them

much chance to tan *slowly*. That is why you should be ready with effective suntan preparations for the summer trade. The availability of a dozen or more sun screens at interesting cost really makes the problem an easy one with which to cope. Keep in mind the kind of suntan preparations the public likes best.

Permanent Wave Creams—As mentioned in an earlier note on this subject, permanent wave creams are made from an absorption base containing additional lanolin and a concentrated permanent waving solution. The extent of solution concentration is dependent upon the proportion of the total for which it will account. Thus if the total percentage of solution in the finished cream is 50 per cent, it should be twice as strong as ordinarily used. If the total amount is only 33.33 per cent, then the solution should be three times as concentrated. Wherever possible, the solution content of permanent wave creams should be 50 per cent or more. In certain cases, it may become as much as two-thirds of the cream. The content of solution in the finished cream will be somewhat dependent upon the ability of the base to effectively emulsify the solution without breakdown. Ammonium, monoethanolamine, morpholine or tassium sulfites may be used. Ammonium carbonate, triethanolamine, monoethanolamine, morpholine or other alkaline reacting agents also

may be used. As regards the amount of alkali or sulfite required, use them in the same way as they are used in regular permanent waving solution; only, the *total concentration* needs to be doubled or tripled as outlined.

Face Powder Notes—While recently checking the composition of various brands of face powder sold, an interesting finding manifested itself. In one case, two different boxes of the same shade of powder offered by one large company contained more than 50 per cent zinc stearate in one box than in the other. Both were supposed to be identical. (While speaking of face powder, don't get caught napping on supplies. The best zinc oxide is made from electrolytic zinc, and electrolytic zinc isn't becoming any easier to get—*catch on?*) Another thing that provokes a chuckle is to buy a half-dozen boxes of the same shade of powder of one maker and compare them for color uniformity. You probably will behold what seems to be several shades. Yes, even the big boys have trouble matching tints from batch to batch . . . at least so it seems.

Essential Oils—Present world conditions are causing everyone to seek new sources of essential raw materials. The aromatic industry is in the same boat. Perhaps helpful or perhaps confusing are reports from all corners of the globe of new sources of essential oils. From India, it is reported that the oils of Tulsi, Manri, Pudina, Nagpur orange peel, Ekangi and Kachri are readily available if the plants are cultivated. From Puerto Rico, it may be possible to obtain lemongrass, clove, mace, nutmeg and ylang, among others. A series of articles appearing in the British contemporary *Soap, Perfumery & Cosmetics* describe other rare essential oils. Some of these articles are abstracted for THE AMERICAN

PERFUMER readers and will appear in the Abstract Section of the April issue. Others will follow in future abstract sections. The most interesting note among the various reports is the finding of essential oils with unusual composition. Thus, an eucalyptus oil containing up to some 75 per cent citronellal and an oil containing over 75 per cent of camphor have been described.

The Cause of Dry Nails — The solvents used in either removing or compounding nail lacquer generally have been believed to be the cause of dry, split, broken or brittle finger nails. Recent findings summarize the causes. Solvents are not too much to blame, although hydrocarbons, the lower acetates and acetone often are condemned. Dehydration is believed to be a possible cause, together with certain metabolic deficiencies. I would like to suggest another source of possible trouble, namely, the plasticizer in the lacquer composition. Knowing the function of a plasticizer, it is not difficult to understand its role in this connection. Anyway, it is another point to keep in mind. Incidentally, do YOU think the nails breathe? Why?

Canadian Tariff

THE proper tariff classification of essential oil mixtures, for further manufacture in Canada, which have been reported by the Customs Division Analyst to contain "fixatives", and which, as a consequence, have been considered *not* to be essential oils for tariff purposes, but have been rated as unenumerated materials under tariff item 711, has been further considered. In view of the many difficulties involved in arriving at a tariff classification of these products satisfactory to all parties concerned, the Customs Division has decided to revert to the practice in effect prior to December, 1937.

As a guide to what this change of practice will mean, generally speaking, tariff item 264 may be considered as covering such products as the following: (a) single essential oils, either natural or synthetic; (b) mixtures of essential oils, either natural or synthetic; (c) single essential oils or mixtures of essential oils, containing non-volatile matter recognized commercially as a usual component of such essential oils.

QUESTIONS & ANSWERS

336. Analyzing Salve

Q: *If I send you a sample of salve, could it be analyzed exactly, naming every ingredient present in it? Does anyone have to list the ingredients in a salve when having a trade-mark registered in Washington?* H. P., N. C.

A: Please be advised that in some cases it is possible to make an exact chemical analysis of a drug product, but in other cases no exact analysis is possible without a tremendous amount of work which is very costly. Off-hand it is our impression that it would be impossible to identify every ingredient of your salve in the exact amount. A partial analysis could be made, from which further estimations could be possible. Keep in mind that essential oils are made up of numerous chemical compounds, some of which are not readily identified: When mixed with other essential oils, it is almost impossible to separate them. It is not necessary to list the ingredients in a salve when registering the trade-mark in the United States Patent Office.

337. Cream Wave Formulas

Q: *Is it possible that you could give me one or more formulas for cream waves which are used so much now? Please formulate a permanent wave solution with monoethanolamine sulfite.* M. T., Wis.

A: A short article on permanent wave creams appeared in THE AMERICAN PERFUMER on page 40 of the June 1940 issue. This is about all we have to offer on the subject. As regards the using of monoethanolamine sulfite, please read the comments appearing in THE AMERICAN PERFUMER, November 1940 issue, page 37. Formulate your permanent wave solution as usual, replacing other sulfites in

equivalent quantities with monoethanolamine sulfite taking due consideration of its alkalinity.

338. Detergents

Q: *What would you recommend for a detergent, soluble in water that will not precipitate or cloud and be efficient for use on smooth surfaces?* A. S., Conn.

A: THE AMERICAN PERFUMER Bulletin on Wetting Agents contains a list of materials in which you may be interested. You can obtain this bulletin free if you are a subscriber by simply writing and asking for it. The names of several compounds which may be satisfactory for your particular problem were given to you by letter.

339. Preserving Whiteness

Q: *The cold cream made by the following formula is an excellent product except that it becomes translucent in appearance when exposed to the air for a few hours. It changes its color in a half-month, even if the jars are capped with all precautions. Please advise how to preserve the white color of this cream without drastically changing the formula.* (Formula follows). J. B., Ida.

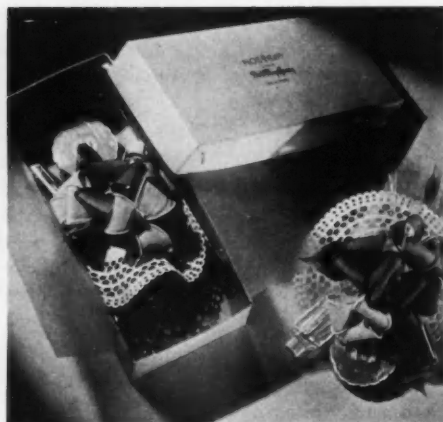
A: The difficulty you are having is due to improperly balanced emulsion. A revised formula has been sent to you under separate cover as follows: stearic acid 14½ pounds, lanolin 4 pounds, mineral oil 25 pounds, triethanolamine 1.9 pounds, glycerine 5 pounds, water 50 pounds. The fats are melted and brought to 70°C. The triethanolamine is dissolved with the glycerine in water and brought to 72°C. The water is added to the fats under constant agitation. Immediately after manufacture, please pack this cream and close your jars tightly. Use a foil lining in the closure, if possible.

Packaging

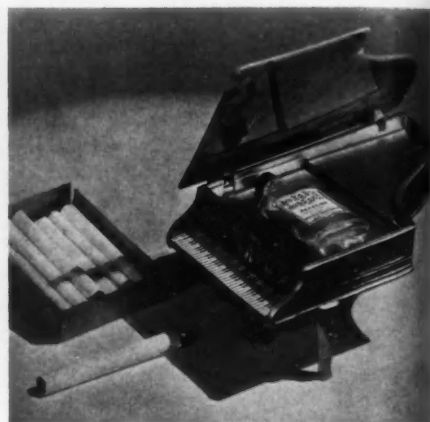
P O R T F O L I O



PEGGY SAGE: Sachet fragrant and containing a boutonniere, Color Tonic set has two new shades, manicuring items.



DOROTHY GRAY: Nosegay make-up appears in a florist box, each item tucked in the pink, blue and fuchsia bouquet.



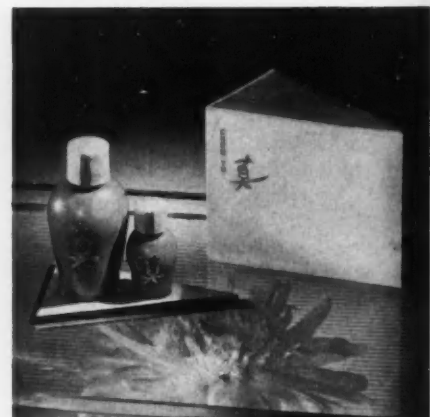
ARTFIELD CREATIONS: Baby Grand perfume in a gilt metal baby grand piano replica is offered by this new firm.



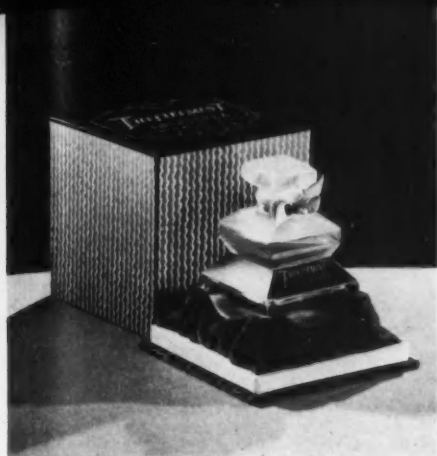
MARY DUNHILL: To White Hyacinth cologne, perfume are added dusting powder, bath oil, lipstick and sachets.



HOUSE OF GORDON: Mlle. Charme Chapeaux holds three picture hat soaps in pastel shades. Box is ribbon-tied.



ASSOCIATED DISTRIBUTORS: Chen Yu nail lacquer, 17 shades, and Lacquerol base, come in tiny Chinese vases.



DELETTREZ: Fulfillment perfume is offered in a tessellated Lalique bottle which is placed on a red velvet base.



DEVILBISS CO.: A tufted design is used for this cologne atomizer, offered in crystal, blue, or green, with white.



ESME OF PARIS: Ballet perfume cologne, in a gold and white plaster case is new; Green Eyes perfume also shown.



LUXOR: Travel Kit comes in two assortments, one for blondes, one for brunettes, and includes seven make-up items. The drop-front box is of dark brown paper and has a modernistic label.

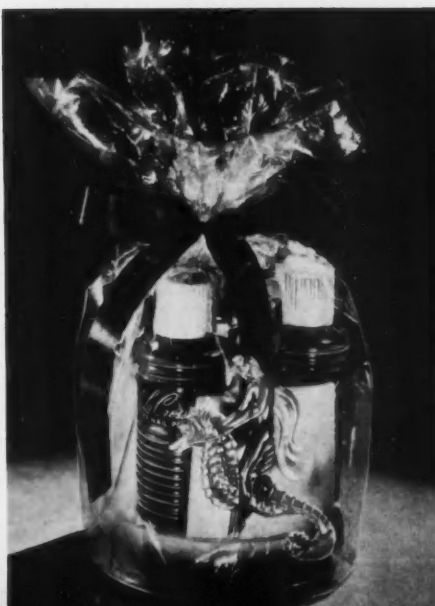


RICHARD HUDNUT: Spring Lilac, the new fragrance at this firm, includes perfume, toilet water, cologne, dusting powder and talcum. The packages are yellow, lilac and green.

BABANI: French-made Secret de la Princesse Nefertiti comes in a gold box on a green base, with Egyptian designs.

SCHNEFEL BROS. CORP.: A lapel pin, a mermaid on a sea horse, decks La Cross' Deep Sea manicure kit.

LEJEUNE: Buff, blue and red are the label colors for Tropical Blossoms cologne. An ivory cap tops the bottle.





EDITORIALS

TREND TOWARD PERFUMES

THE upheaval in the normal course of business caused by the war is already making itself felt in various ways. Just as in any other period of stress, movements are started which ripen into definite trends; and if they are well founded they are likely to continue permanently. The history of daylight saving illustrates the principle. But the principle has a more pertinent application in the toilet preparations industry. With the gradual decline of stocks of imported perfume, five or six cosmetic houses which previously offered no perfume, now are definitely bidding for perfume business or are making plans to do so. Conversely, a few houses which specialize chiefly in perfumes are amplifying the scope of their activities by adding cosmetics to their lines. Whether the trends gain momentum depends, of course, on many factors; but if so, complete lines may well be the rule in the course of the next few years. It also may be expected that with greater emphasis on packaging and advertising American-made perfume will advance notably in public preference.

THE BATTLE FOR FAIR TRADE

IT is a mistake to treat lightly the proposal of Thurman Arnold, chief of the anti-trust division of the Department of Justice, to the Temporary National Economic Committee to repeal the Miller-Tydings enabling act. Despite the fact that the Department of Justice made no investigation of its own into the operation of the act, the proposal received very wide publicity of a kind unfavorable to fair trade. Later when a fair trade bill was introduced in the Iowa legislature, it was soon made clear that the public out there at least has been prejudiced against fair trade. Full-page newspaper advertisements, undeniably clever in their composition, urged defeat of the bill which was referred to as a price-fixing, price-raising law. Adverse publicity of this kind is all the more telling because it undoubtedly is sincere. The objection to it is its one-sidedness which in turn is traceable to obvious misunderstanding of the function of fair trade. Fair

trade was won only after years of fighting; and unless manufacturers and trade associations are interested enough to continue fighting for it, it is doubtful whether fair trade can withstand the growing assaults that are being made on it.

LATIN AMERICAN TRADE

IS there anyone who believes that this sad world ever will be restored to what it was before hostilities abroad began? Regardless of the outcome of the war, its economic cost to all belligerents will be so great that it is probable that all will be compelled to adopt some form of government-managed economy with large programs of control over business. Economists even point out that dislocation is likely to be so fundamental that no large nation, neutral or not, can escape from the necessity of some form of government-managed economy no matter how it strives outwardly to retain democratic forms. It is particularly pointed out that our foreign trade will have to be government controlled as a matter of national economic policy. And in addition, after peace comes, it is well for American manufacturers to realize that it will take something more than the old traditional methods of doing business to head off foreign economic penetration in Latin America.

THE FLOOD OF NEW LAWS

AS one reads over the exceedingly complete, concise, accurate and useful review of all pending food, drug and cosmetic legislation, national and otherwise, prepared by John S. Hall, counsel for the Flavoring Extract Manufacturers' Assn., it becomes increasingly evident that manufacturers must extend utmost aid to the association if the interests of the industry are to be protected adequately. One is also impressed with the numerous similar bills introduced in the state legislatures which would seem to indicate that state control officials are collaborating. For that reason manufacturers are especially urged to heed the various suggestions offered by the counsel and, wherever indicated, to write to their representatives in any given state along the lines suggested. Such cooperation is needed.

THE AMERICAN PERFUMER

Flavors

INDUSTRY SECTION



A section designed to chronicle the activities and to epitomize the spirit of energy, the new viewpoint and the desire of the flavor products industry to be in the forefront as ways improve and methods change



TYPES OF TOBACCO FLAVORS

What is needed for a satisfactory tobacco flavor . . . How essential oils and other materials are used

by F. V. WELLS, F.C.S.

Editor, Soap, Perfumery & Cosmetics, London

IN the United Kingdom, the tobacco trade is apt to resent any discussion of tobacco flavors—a secretive attitude that has its origin in the popular illusion that tobaccos are unperfumed. In fact, certain manufacturers insist that their products are not artificially flavored, even though the reek of excessive aromatics bears eloquent testimony to the contrary. The pros and cons of this peculiar secrecy scarcely call for discussion, but it is worth remembering that the modern tendency towards the increased dissemination of knowledge is diametrically opposed to the perpetuation of antiquated and superfluous “trade secrets.” The proof of this contention, so far as tobacco flavors are concerned, lies in the fact that the literature on the subject (though still very sketchy and incomplete) has begun at last to show some signs of expansion.

At the outset, we may note that a very high proportion of tobacco flavor compositions appears to have originated in the laboratories of a well-known British perfumery supply house. Before the outbreak of the present war, quite a large export trade was also carried on by German manufacturers.

In the fifth edition of his well-known work, “Perfumes, Cosmetics and Soaps,” W. A. Poucher conveniently divides the activities of the tobacco industry into two main categories, namely: 1. The cultivation of the tobacco plant, together with drying, curing, prizing, etc.; 2. The conversion of the leaf into tobacconists’ commodities, involving perfuming or flavoring, cigar and cigarette manufacture, etc.

TREATMENT PRIOR TO PRESSING

In the present discussion, attention will be paid not so much to the inherent flavor of tobacco which, of course, varies according to composition of the soil and other factors but with the imparting of spe-

cific flavors by artificial means. When tobacco is prized or pressed into standard hogsheads, it is sometimes improved even at this stage by the addition of molasses, rum, aniseed, vanilla, etc. Treatment with liquorice also may be carried out just prior to pressing.

The flavor chemist, however, comes into the picture only in the tobacco factories themselves—the latter being divided in the United Kingdom into excise factories and bonded factories. In the excise factories, duty-paid tobacco is manufactured under excise supervision. In the bonded factories, mostly cheaper grades of finished tobacco are prepared, and taxed when issued for sale, and at these premises strict control is maintained by customs officials.

LAW ON TOBACCO FLAVORING

American manufacturers probably will be interested in the following brief summary of the law applicable to tobacco flavoring in the United Kingdom:

Although tobacco flavors are permitted, they must in all cases be approved by the government. Antiseptics other than acetic acid are prohibited by the Tobacco Acts. Exception is also taken to additions of sugar, treacle, molasses, honey-combings, roots of malt, ground or unground rooted grain, unground chicory, wood, weeds, seaweed, moss, leaves or herbs or plants, lime, sand, ochre or other earths. The incorporation of excessive quantities of resinous tinctures is frowned upon, this applying, for example, to tinctures of styrax, benzoin, tolu and Peru balsams. Tinctures of orris and vanilla, etc., however, may be incorporated more freely.

Generally speaking, it appears to be permissible for the flavor chemist to utilize most of the essential oils, synthetics, and other conventional aromatic materials, provided that the boiling point is not too high (e. g., benzyl benzoate) and that the weight of the tobacco so treated is not unduly increased. The maximum amount of fixed oil, such as olive oil, that can be included is four per cent.

TOBACCO TREATMENT IN EUROPE

The continental attitude to this problem of tobacco treatment has always been rather less conservative. Thus, it is understood that leaves of herbs and plants (other than tobacco) have been incorporated in Germany. Also heavier liquors and a still wider range of flavoring materials have been employed.

Much of the British legislation was, of course, primarily introduced in order to safeguard tobacco interests and ensure a steady yield of revenue to the state; and there is no reason why other countries, with less stringent regulations, should not succeed in producing a more attractive and varied range of finished tobaccos or, more correctly perhaps, smoking mixtures. So far as I am aware, however, no really satisfactory substitute for tobacco has yet been discovered, although a judicious blend of tobacco with various dried herbs will, if properly flavored, deceive a higher proportion of experienced smokers than one would expect.

What then, may be asked, are the criteria for a

really satisfactory tobacco flavor? Briefly, the essential requirements appear to be as follows:

- a. It must conform with state specifications or other official regulations;
- b. It should possess a cool, pleasant taste;
- c. Its aroma, while the tobacco is being burnt, should be unobjectionable not only to the smoker but also those in his immediate neighborhood;
- d. It must conform to the price restrictions of the category in which it happens to be used.

Apart from these considerations, the usual study of market preferences should of course be undertaken; for what may sell well in New York or Texas may prove a complete failure in Europe or the East Indies. Class preferences are as important in this respect as racial; indeed, American cigarettes imported into the United Kingdom appeal much more to the middle and upper classes than to the broad masses of people—nor does this preference depend entirely upon reasons of price.

FLAVORING MATERIALS FOR TOBACCO

The following list is a hitherto unpublished classification of the chief essential oils, synthetics, natural products other than essential oils, and proprietary and other specialties, which are commonly employed in the flavoring of tobacco:

Essential oils. Aniseed, bergamot, calamus, caraway, cascarilla, cassia, cedarwood, cinnamon bark, cinnamon leaf, clary sage, clove, geranium Bourbon and African, guaiacwood, lavender, lemon, lovage, nutmeg, sweet orange, patchouli, peppermint, pimento, sandalwood, valerian and vetiver.

Other natural products. Benzoin tincture, fennel tincture, tonka bean tincture, styrax tincture, Indian tea tincture, orris oleoresin and tincture, myrrh and labdanum tinctures, orange peel tincture, rose water, orange flower water, valerian, tincture, civet, Peru balsam, orange blossom absolute, tuberose absolute, cassie absolute and jasmin absolute.

Synthetics. This includes the usual wide range of synthetic aromatics and isolates, such as vanillin, coumarin, terpineol, heliotropin, rhodinol, phenylacetaldehyde, anethol, carvone and musk ambrette. Also methyl phenyl acetate, geranyl valerianate, phenyl ethyl valerianate, geranyl acetate and terpinyl valerianate.

Sundry specialties. Synthetic flower ottos (rose, neroli, violet, etc.), rum and rum ether, cognac oil, pineapple aldehyde, the so-called aldehyde C20, opopanax and similar compositions, honey, nicotine, peach basis, apricot essence and prune essence.

MATERIALS FOR NEW TYPES OF FLAVORS

For experimental purposes, in the development of new types of tobacco flavors, I would suggest the utilization of such strongly individualized aromatic materials as the following: taget oil, zdravets oil and absolute, coriander oil, celery seed oil and celery leaf absolute, karo karoundé absolute, boronia absolute, kewda oil, ambrette and carrot seed oils, henna attar (or otto), aurantiol and cyclopentadecanolide (exaltolide). Owing to difficulties of supply in wartime, some of these products

may not be readily available; but in times of peace, the list could be very considerably extended.

Taget or marigold oil is one of the most strikingly characteristic and powerful of essential oils, the latter property making it very difficult to blend into ordinary handkerchief compositions, though in extreme dilution it has been suggested for incorporation in perfumes of the tabac, Russian leather and gardenia types. In itself an attractively aromatic material, it possesses a peculiar affinity for the crude, acrid odor of nicotine and, if used in suitably low proportions, might well form the basis of a really effective tobacco flavor.

LIFTING AGENTS

As excellent exalting or "lifting" agents, traces of the expensive ambrette oil or of exaltolide can be confidently recommended.

Two Indian products that I have tried out with success are Hina (or henna) attar and kewda oil. The former, distilled over sandalwood oil, has a strangely sharp rosaceous note, and is also reminiscent of patchouli. Kewda is of a penetrating, honeyed type.

Of the other natural materials referred to above, the West African karo karoundé (useful in violet and gardenia perfumes, etc.), the Bulgarian zdravetz (fougère and Eastern types), and the Australian boronia absolute would appear to merit the closest attention.

TYPICAL TOBACCO FLAVORS

The following example shows the difference in the technique of English and German perfumers, as applied to the flavoring of Havana cigars. In English practice, the flavor is based on rum essence, modified with valerian oil and ethyl butyrate. The German idea, however, was to modify a founda-

tion of cascarilla oil with tonka bean tincture, cassia and fennel. These flavors, though entirely different, were both notable sellers in pre-war days.

The following notes on specific tobacco flavor compositions have been compiled in collaboration with Frank H. Sedgwick:

Gold Flake type. One very good formula for this type is based on equal proportions of Siam benzoin and nutmeg, clove and cassia oils, modified with cascarilla and valerian oils, together with coumarin.

Virginia type, general. Based on a blend of Siam benzoin and vanilla oleoresin, modified with opopanax, lavender oil, coumarin, bergamot and cascarilla oils.

Egyptian type. Founded on a mixture of styrax and civet tinctures and Siam benzoin, modified with flower oils—cassie, rose and neroli. This is the cheaper type. The more expensive qualities contain tincture of pimento; also calamus, synthetic elder flower and cascarilla oils.

Turkish type. Similar to the Egyptian, though Siam benzoin dominates the styrax. Civet is omitted; and labdanum, patchouli, geranium and methyl phenyl acetate introduced. Other Turkish tobacco flavors contain fair quantities of cinnamon, fennel, tonka bean and cascarilla.

American type, popular. One popular cigarette flavor of this type is based on Turkish and a Gold Flake composition (see above), modified with vanillin, cinnamon, sandalwood and cognac.

Shag is distinguished by large quantities of nutmeg oil which is usually the main constituent.

Navy Cut not infrequently contains tea tincture.

Snuff flavors or perfumes vary considerably with the type of market and locality. One modern English snuff is specially perfumed with a modified Jockey Club composition—based on terpineol,



Tobacco leaves being loaded for the curing barn; in the usual harvesting, plants are picked when the middle leaves are ripe which is indicated by change of leaves' coloring from a dark to a lighter shade of green and sometimes also by yellow spots

R. F. G. photo

vanillin, patchouli, benzyl acetate, bergamot and tolu balsam, modified with heliotropin, eugenols, geraniol and cananga. Other materials frequently incorporated in different types of snuff include orris root and tonka bean tinctures, cascarilla, tréfle compounds; cinnamon, nutmeg and lemon oils, and tincture of India tea.

CHEWING TOBACCOS

Chewing tobaccos incorporate higher proportions of flavoring materials such as aniseed, vanilla, caraway, liquorice, rum ether and orange oil.

Rhodesian tobacco, when first introduced into the United Kingdom was not particularly successful. Sales since have been greatly increased, however, by preferential tariffs and judicious blending and flavoring.

Tobacco flavors termed "apple flavor," "fig flavor," etc., are made for shipment to the Orient. In constitution they are scarcely distinguishable from the related confectionery flavors.

The desirability of testing all new combinations of aromatics (intended as tobacco flavors) by applying them to cigarettes made of unperfumed tobacco, should be sufficiently obvious, but perhaps it is as well for me to stress this point in conclusion. While preparing this article, I have in fact been smoking a variety of home-made and highly experimental perfume combinations, with what dire results upon the atmosphere of my study readers can well imagine!

Questions and Answers

Cloudy Material for Carbonated Beverages

Q.: We are looking for a cloudy material for carbonated beverages, other than brominated olive oil with which we are familiar. The product that we need should be oil soluble, non-poisonous, of course, with very little or no odor and taste, and should be insoluble in water. We have heard that certain gums or esters of gums were being used for this purpose with success and we want to try them, but are unable to find a suitable gum or gum product.—Ga.

A.: We are of the opinion that an excellent cloud can be imparted to a finished beverage, by the use of an emulsion made with a good quality brominated olive oil, gum acacia and the flavoring oil, and that the finished beverage would contain no odor or taste of the brominated olive oil. The purpose of the brominated olive oil is to stabilize or balance the specific gravity of the flavoring oil. This usually is accomplished by using as much brominated olive oil as flavoring oil and then using twice as much gum. For example:

8 ounces orange oil
8 ounces brominated olive oil
16 ounces gum acacia
Q.S. water

1 gallon

When a mixture such as the above is run through a colloid mill or homogenizer, a fine, milky-white

F. D. & C.

Certified Food Colors for Flavoring Extracts

Also

D. & C. and Ext. D. & C.
Colors for Perfumes,
Soaps, Shampoos, Bath
Salts, Toilet Preparation
Compounds, Nail Polish,
Waveset and Permanent
Wave Lotions.

SAPONINE

—the perfect foam producer

CARMINE NO. 40



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Eastern Representatives: Wm. J. Stange Co., Chicago, Ill.

emulsion results. Then when about 1 ounce of this emulsion is added to 1 gallon of bottlers' syrup and this flavored syrup is used as a 1¼ ounce throw, it will impart a very fine cloud to the finished beverage.

The names of a few companies that manufacture ester gums, synthetic resins and stabilizers are being sent to you under separate cover. If you drop them a line they will be pleased to submit samples.

Farm Chemurgic Conference

NEW crops, including essential oils, spices, drugs and many specialties, are among the subjects which will be discussed at the seventh annual conference of the National Farm Chemurgic Council in Chicago, Ill., March 26, 27 and 28, with headquarters at the Stevens Hotel. The conference theme, "Chemurgy in Defense—and Beyond", is attracting wide interest among the essential oil and spice trades because the part that agriculture will play in providing these materials for national defense will be fully considered. American manufacturers who formerly relied upon foreign markets for part of their raw materials from agriculture now are turning to American producers in a co-operative effort to determine if these crops can be profitably cultivated on U. S. farms. Such raw materials as quick-drying oils, tannins, as well as further utilization of the present agricultural crops will be fully discussed.

Vanilla Stocks at Lowest Point

by RUFINO CAGIGAL, JR.*

JUDGING by the state of the primary markets, it is expected that the domestic market will be in a very serious predicament by next fall unless the Bourbon crop is allowed to be exported. Today stocks in this country are at their lowest point, and those arrivals from Tahiti, Mexico and the East Indies have been quickly absorbed, either for immediate consumption or to be stocked by the manufacturers.

A few of these manufacturers are well prepared for their requirements during this year, or at least they have made commitments for expected future deliveries and, in the case of Mexicans, it is safe to say there will be no difficulty in getting them here. It is estimated that the average cost of their holdings is, nevertheless, far above the current price quoted at this time last year.

News from Mexico indicates that available goods now are very small, and tentatively it could be said that there are not more than 25,000 pounds of whole beans and about the same amount of Mexican cuts in the hands of strong holders who are speculating in the market. Most of the cuts are in the hands of Indian curers, who will bring them into their local markets in small quantities at a time, bargaining on the price. The balance of the undisposed Mexican crop is in the hands of American dealers, but the unsold portion of their holdings is not too large. Consequently, there is a lack of offers by them, and their idea is to supply the demand with small quantities, allowing them to stretch their holdings as far as possible.

The East Indies crop (Javas), which did not amount to very much, has already been exported and the only stocks available are those afloat.

Tahitis are available and the new crop is already being harvested. There is speculation as to the future of this source of supply, should the developments in the Far East lead to hostilities.

As to Bourbons, the situation of this primary market has not improved. No shipments from this source have been made nor are expected to be made, and the crop remains intact in the Islands. There is no data to be had on the size of the crop, which by this time is fully cured, but it is believed generally that it is much smaller than last year's crop. There have been unconfirmed rumors that French boats trying to run the blockade had been seized, so it is remote that boats running the blockade will reach this country; and the British authorities have reaffirmed their status in not issuing navicerts.

The quality of the new Mexican crop, which was received as early as December, 1940, is very deficient and this has been corroborated by different sources. In the first place, the keepability of unripened beans is for a determined length of time, and when goods start to spoil, the damage spreads rapidly. Then, too, analytical reports on these beans are very discouraging and unsatisfactory. In view of this, and as a result of different complaints from manufac-

turers and importers who have been handling these goods, and even from some curers themselves, legislative action is to be sought of the Mexican authorities to prevent the picking of green beans before maturity. If this is successful, the quality and quantity of the Mexican crop will improve greatly. On previous occasions these measures, similar to those existing in Guadeloupe Islands and to a certain extent in the Bourbon Islands, had been sought but through the lack of support from dealers and curers, no successful action took place. So it will help considerably if the users of Mexican vanilla beans send their complaints on the poor quality of Mexican beans due to early picking to the Vanilla Bean Association of America, Inc., 41 Park Row, New York, N. Y., requesting that it back this measure.

Making Imitation Flavors

THE art of making imitation flavors of all kinds has made rapid progress in recent years, and this progress is reflected in the growth and expansion of the flavor industry. In former times the flavor chemist was rather limited in developing outstanding flavors to a few esters, aldehydes, ketones, etc., and usually the same aromatics were used in practically every formula. If a banana flavor were desired, the amyl acetate was allowed to predominate and the rest of the formula to modify; while if it were a pineapple flavor, ethyl butyrate predominated and the other esters, etc., in the formula modified. Many old formulae that we have seen followed out the general pattern of this idea, and we might add that they enjoyed a good sale and usually were well liked by the trade; but their sale and their being well received was not because they were excellent duplicates of the true flavor they represented. Rather, it was because they were indicative of the imitation flavors at that time and through association became the established standard for imitation flavors.

NEW AROMATIC CHEMICALS IN MODERN FLAVORS

The modern flavor chemist, however, has at his disposal several hundred new aromatic chemicals that can be used in developing outstanding flavors of all types and for all purposes. There are so many of these new compounds that it is almost an impossibility to develop the potentialities of even a small percentage of them. The flavor chemist, or any other chemist for that matter, usually learns very early in his experience that he will not live long enough to experiment with all the ideas that this new wealth of material stimulates. The many variations and combinations of basic materials that are possible in developing a flavor formula is an endless process, and in most cases it is only through trial and error that a perfectly balanced flavor is developed. This involves much labor and research which, unless a new twist to an old formula is desired, offers no short cuts.

It is our contention that the use of essential oils as basic ingredients in a flavor formula more or

* M. Cortizas Co.

less has been neglected in favor of using straight esters, aldehydes, ketones, etc. Many of the esters, aldehydes, etc., that are used in making flavors are contained in essential oils and although we could not in all cases substitute an oil for a corresponding aromatic constituent, we could use the oils as modifiers. It has been our experience that if we desired to use a certain ester, aldehyde or ketone in a formula, better results were obtained by modifying with an oil or oils which contained these aromatics in natural form. In this way the aromatics were aided considerably by the natural resins, gums, terpenes, etc., of the oil. This helped to eliminate a chemical odor and taste in the finished flavor and gave it a certain amount of "body" or depth. The use, for example, of the ester, methyl anthranilate in a grape flavor can be toned down and rounded out by using small amounts of oil neroli, ylang ylang and tuberose, which oils contain this ester in very small amounts. Geranyl acetate is an ester with a very fruity odor and finds use in pear, apple and pineapple flavors. This ester is found naturally in Palmarosa oil, sassafras leaf oil, geranium oil, petitgrain oil and coriander oil. Try using any one or all of these oils with this ester and see what interesting results are obtained. Benzyl acetate is another ester that is used quite extensively in raspberry flavors. It occurs as a constituent in oils of jasmin, ylang ylang and other flower oils.

USE OF ESTERS OF ETHYL ALCOHOL


The esters of ethyl alcohol are all more or less ethereal, with rather low boiling points and very fruity odors. They find much use in all fruit flavors but their intense ethereal odor spoils the odor of the flavor and makes it "thin." They can be toned down considerably by the use of the citrus oils: orange, lemon, lime and bergamot, or by wintergreen, sweet birch and clove together with a little vanillin or coumarin. In fact, the citrus oils can be used in almost any fruit flavor. Caution should be observed in using orange oil, however, because this oil does funny things to the odor of a flavor when combined with esters, particularly those of ethyl and amyl alcohols. Some of the spice oils like sage, clove and dill produce very interesting combinations with esters, aldehydes, etc., and even though they are spice oils they have a definite place in many fruit flavor formulae.

SPICE OR FLOWER OILS IN FLAVORS

It is not necessarily true that because an oil is a spice oil or a flower oil it will be out of place in a fruit flavor. We never know what to expect in making compounds until we throw the mixture together and see what happens. We were advised one time to try a little oil of lovage in a fruit flavor we were making. The idea at the time seemed wrong, but we tried it anyway and it immediately gave that certain something to the flavor which it very much needed. The possibilities of experimental work along this line are broad. If pursued, it is probable that many new and interesting effects may be obtained.

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Removal of Trade Barriers

REGISTRATION of proposed mergers, control over acquisition of assets, greater use of the Commerce Department in the gathering of economic data, removal of trade barriers, and modification of existing patent laws, have been recommended to the Temporary National Economic Committee by representatives of the Federal Trade Commission and the Department of Commerce.

Wayne C. Taylor, Undersecretary of Commerce, presented the main recommendations of the Commerce Department to the committee. He urged that Commerce expand its facilities for the gathering of economic data which would be available to government and the public. This would be similar to the creation of a Bureau of Industrial Economics, advocated at one time by administration leaders.

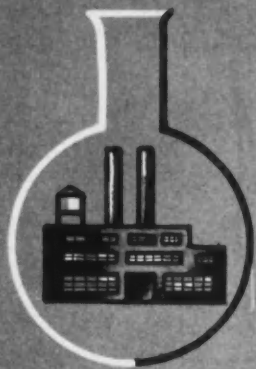
Paul Truitt of the Interdepartmental Committee on Trade Barriers also appeared as a representative of the Commerce Department to urge the removal of trade barriers between the states. He would create a federal-state group to study ways of removing the various restrictions which exist between the states.

Pioneer work in pointing out the growing menace of trade barriers between the states and their effect on the national economy was done by the Flavoring Extract Manufacturers Assn. through its counsel who has persistently brought to light and opposed all such restrictions.

THE AMERICAN PERFUMER

Soap

INDUSTRY SECTION



A section devoted to the manufacture and

sale of toilet and laundry soap and soap

products covering new raw materials in soap

making and new uses for old raw materials,

as well as new processes and developments



Ewing Gallaway

FATTY ACID SELECTION FOR VARIOUS SOAPS

Soaps similar to surface-active compounds can be made with saturated fatty acids of more than 18 carbon atoms

by PAUL I. SMITH

RECENT research has confirmed the theories expounded some years ago that theoretically, at least, it should be possible to prepare soaps of varying characteristics by the proper selection of the appropriate fatty acids. Now it has been shown that soaps similar in many respects to typical surface-active compounds, such as sodium lauryl sulphate, can be made by the use of saturated fatty acids containing more than 18 carbon atoms in the molecule; arachidic and behenic acids are examples of these high molecular acids.

A fairly recent patent taken out by Lever Bros. Co. and Unilever, Ltd., British Patent No. 521,566, covers the manufacture of special hard-water soaps made from carefully selected fatty acids with more than 18 carbon atoms in the molecule. The Lever patent states that a soap which dissolves readily in hard water, that is, water containing calcium and magnesium salts to the equivalent of three to six grains of calcium carbonate per U. S. gallon, can

March, 1941 49

be made by saponifying a mixture of the specified high molecular saturated and unsaturated acids. The example given is 10 to 30 per cent saturated acids, such as arachidic acid, 30 per cent unsaturated acids, such as oleic, and not more than 30 per cent palmitic acid or a 1:1 mixture of palmitic and stearic acids.

USING HIGH MOLECULAR FATTY ACIDS

Exploitation of the peculiar properties of the high molecular saturated fatty acids may eventually open up important opportunities for the manufacturer who by careful adjustment of his stock may be able to obtain soaps specially suitable for purposes hitherto only satisfied by the use of expensive and not always reliable synthetic compositions. At a time when a great deal of publicity has been given to the synthetics and a number of highly exaggerated claims made for them, it is, perhaps, as well to point out that they vary considerably in efficiency, depending on their chemical composition and the conditions under which they are employed. For instance, sodium octadecenyl sulphate is eight times as efficient as a fatty amide sulphonate when used under identical conditions.

Provided the fatty acids were available in commercial quantities and at economic prices, it should be possible to ring the changes on soap manufacture to an astonishing degree. Thus soaps of high detergency in hard water, improved emollient properties and good lathering ability could be produced at will by merely varying the percentages or character of the fatty acids present in the stock. It would seem that such a procedure would help materially in the standardization of soap manufacture and the production of uniform quality.

IMPURITIES IN THE ACIDS

The author suggests that the day is not far distant when the soaper will have at his disposal something like a dozen or so specialized fatty acids which he will be able to use to modify soaps made from pure stearic, oleic and palmitic acids, etc., or even common fats rich in these acids. Objections to the use of fatty acids for soap making are well known to manufacturers, but in the writer's opinion, these are mainly due to the presence of objectionable impurities in the acids through the use of the original dark colored Twitchell reagent. F. Witka, *Seifensieder-Ztg.*, 66, 153, 187 (1939), states that the frequently observed deterioration of soaps prepared from distilled fatty acids has several probable causes. These include: (1) the presence of high proportions of easily oxidized unsaponifiable substances such as sterols in the fatty acids, (2) high isooleic acid content and (3) the presence of pro-oxidants such as certain Twitchell-reagent components.

Improvements can, however, be made in the process and it should not be forgotten that pure synthetic fatty acids from non-aromatic hydrocarbons are gradually becoming available from the oil companies. So far mostly mixed acids are being made by the oxidation of crude paraffin wax, but

pure acids undoubtedly will be produced in due course of time.

A glance at the composition of some of the best known soap-making oils which contain, perhaps, ten or eleven different fatty acids, is sufficient indication that standardization of saponification must inevitably present great problems and that easy modification of soaps is by no means possible. Take, for instance, coconut oil which, according to H. E. Longenecker, *J. Biol. Chem.* 130, 167-77 (1939), has the following composition in per cent and molecular per cent, respectively: caproic 0.8, 1.4; caprylic 5.4, 7.8; capric 8.4, 10.2; lauric 45.4, 47.2; myristic 18.0, 16.4; palmitic 10.5, 8.5; stearic 2.3, 1.7; arachidic 0.4, 0.2; hexadecenoic 1.3, 1.1; oleic 7.5, 5.5, and a trace of linoleic acid.

STANDARDIZATION PRESENTS PROBLEMS

It will be seen straight away that the bulk of the fatty acids are well below arachidic acid in the carbon atoms they contain. Lauric acid has the formula $C_{12}H_{24}O_2$ and myristic acid $C_{14}H_{28}O_2$. A pure coconut oil soap could, however, be modified to an appreciable extent by the addition of straight fatty acid soaps calculated to endow it with the desired properties, such as improved emulsifying power.

J. Davidsohn and A. Davidsohn, *Amer. Dyestuff Reporter*, 29, 43-6 (1940), have pointed out that with the lower fatty acids a small rise in temperature is sufficient to destroy their emulsifying properties because the colloidal solution changes to a true solution. The sodium soaps of the higher fatty acids, such as stearic, are "emulsoids" at somewhat elevated temperatures but when the temperature exceeds a certain maximum, the emulsion is destroyed. Oleic acid and linoleic acid are two fatty acids which form high emulsifying soaps.

Notes and Comments

Cracking of Toilet Soap—Probably more attention has been given to the cracking of toilet soap than any other individual problem of soap manufacture. At one time there existed a good deal of confusion regarding the probable cause of this defect, but it is now generally agreed that cracking is due mainly to uneven pressure in the plodder. This, however, does not rule out what might be termed subsidiary causes, particularly uneven temperature and presence of excess of salt. Poucher states that cracking is more prevalent from December to March, especially when these months are very cold. He recommends keeping the chips at a uniform temperature of 30 deg. C. between mill and plodder. Probably one of the most promising mechanical advances in attempts to prevent cracking is revealed in a fairly recent patent taken out by Procter and Gamble, *British Pat. No. 520,269*. This claims that unsightly cracking of the finished soap bar is obviated by a method of plodding in which the plastic milled soap particles are forced under (mechanical) pressure of more than 200 lb. per sq. in. by means of a worm through the deaerating zone of the plod-

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Soapers are studying merits of physiologically active soaps

der, where the particles are kneaded and air is expelled by the action of the worm. The soap is then passed without obstruction and without drop in pressure through an unobstructed elongated "welding zone" (which may be tapered or preceded or followed by a tapered section) prior to extrusion through the final orifice, which, in conjunction with the walls of the plodder, forms the sole source of resistance providing the working pressure. In the writer's opinion, the presence in the soap of free glycerine helps to prevent cracking and soaps made by the cold process do not crack as readily as boiled soaps. As regards the presence of excess of salt, this can only be avoided by careful supervision of saponification, but an experienced soaper usually has very little difficulty in determining end points.

Protein Additives—Increasing interest is being shown in the use of protein additives to special washing compositions containing little or no soap and it is claimed that the inclusion of these can be well justified as they are able to improve detergent action. An interesting recipe is mentioned in a British Patent, No. 520,140. A buffered, soap free detergent of low pH comprises a mixture of an amylaceous (or amylaceous plus protein) material, e.g., wheat flour with an alkali weaker than caustic soda, e.g., sodium carbonate, sodium bicarbonate, sodium metasilicate, etc., in amounts insufficient to render the whole mixture alkaline. Trisodium phosphate can be added to remove calcium deposits and bleaching agents included.

Cleaning Oil Tanks—The cleaning of oil tanks has always been a somewhat troublesome undertaking, necessitating the expenditure of a good deal of time and labor as deposits cling obstinately to the sides and bottom of the container. The use of super-heated steam is, of course, fairly general in the case of permanent storage tanks and also rail or road tank cars. Very often the use of steam has to be supplemented with an alkali, which quickly saponifies the oil and so enables it to be washed away with hot water. Solvents also are employed in the case of very obstinate and gummy deposits. A recent British Patent, No. 520,413, which refers

specifically to the cleaning of large containers holding heavy mineral oil, is of considerable interest to soapers. The method patented deals with the heating of oil tanks or drums with hot air or super-heated steam and subsequently spraying with a fine mist of alkaline cleaning solution forced into the container with super-heated steam. The resulting oil emulsion is rinsed off the walls with jets of boiling water. The use of sodium metasilicate is claimed to be particularly useful as a cleaning agent for oil containers and, unlike other and stronger types of alkali, it has no deleterious etching effect on the metal.

Physiologically Active Soaps—The perfection of commercial methods of producing special sterols, e.g., ergosterol, now extracted from yeasts, moulds, etc., by isolating the fat, saponifying in the presence of a partly miscible solvent, e.g., butyl alcohol, concentrating the liquor thus obtained and, after addition of water, separating the sterol by cooling and filtering, is encouraging more manufacturers to study the respective pros and cons of special physiologically active soaps. It is suggested that soaps made by the cold saponification process, that is, by concentrated alcoholic caustic potash or soda, are the most suitable as bases for the sterols when special ointments and liniments are to be made. The sterols can be used in the presence of superfatting agents, such as petrolatum and the waxes, etc.

Glycerine Aid in Metal Cleaning

AMONG the practical and effective methods and materials for removing rust, forge scale and dirt from iron, steel and sheet metal, presented by R. Plucker in the technical publication, *Emailwaren-Industrie*, glycerine is an important constituent or adjuvant.

An inexpensive solution for removing rust is made of:

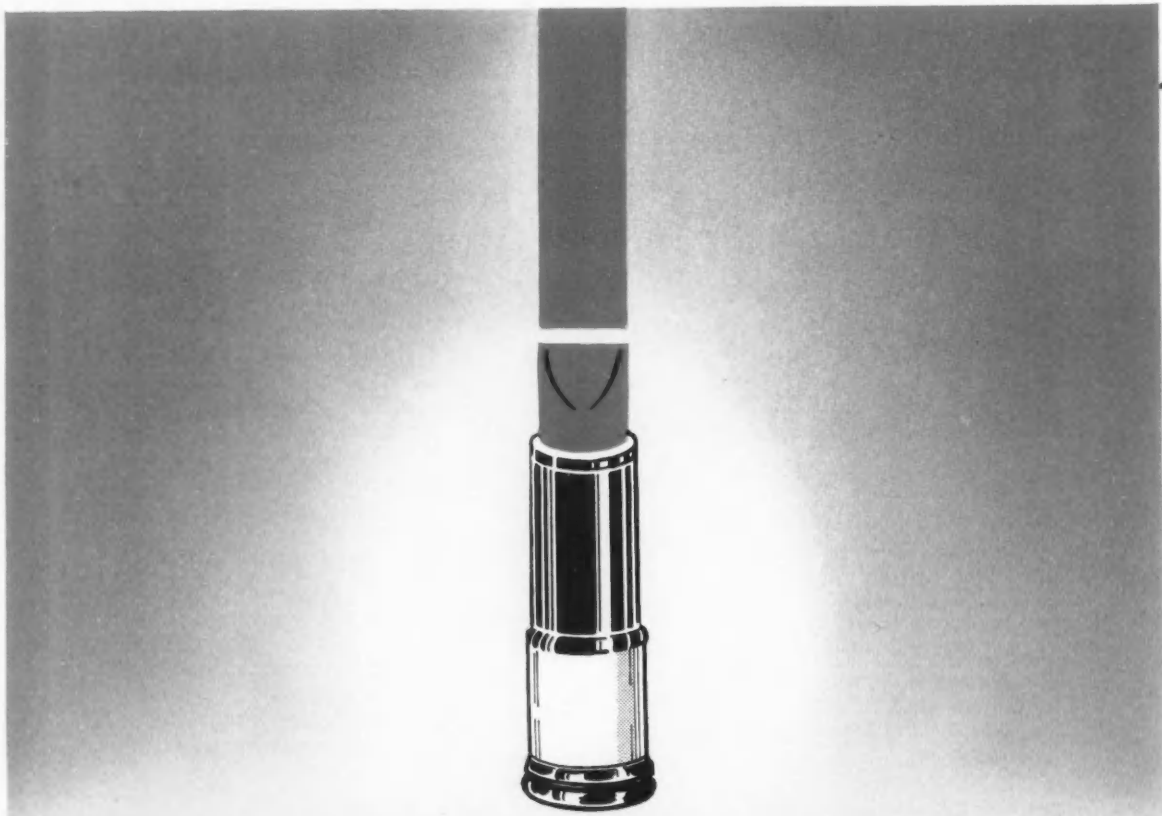
Sodium hydroxide	750 Gm.
Soda crystals	875 Gm.
Potassium permanganate or potassium manganate	10 Gm.
Water	12 liters

For cleaning off dirt, oil, colors and the like, the addition of a little glycerine to the solution is recommended.

Since they keep well, the mixed dry materials may be stored and added to the water just prior to use. The rust dissolves after a few minutes in the solution and can be wiped off. The metal underneath is not corroded and possesses a thin coating which protects it from rust for a short time. The glycerine addition does not affect the derusting action.

For metal cleaning alone, the following glycerine-containing mixture is advocated:

Soda crystals	4 Kg.
Sodium hydroxide	250 Gm.
Glycerine	125 Gm.
Potassium manganate	16 Gm.
Hot water	120 liters



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HELFRICH Laboratories

HIGHLIGHTS OF 1940

*An illuminating report on the
work of the Association of American
Soap and Glycerine Producers, Inc.*

by ROSCOE C. EDLUND



IN the nation's emergency, if special tasks lie ahead for our association, we are in excellent shape to meet them. We end the year with 120 members; a good balance in the bank; a grand group of directors, officers, committees, staff; and a program which is definite, useful, clear-cut, and which year in and year out has been conducted with fine co-operation from the members of the industry.

Our association sprang, as a matter of fact, from war emergency because during World War I the great importance of fats, glycerine, and soap brought our industry together on call of the government. In 1920, the group thus created became the Soap Section of the American Grocery Specialty Manufacturers Association. Subsequently in 1926, after a general meeting of the industry, the Association of American Soap and Glycerine Producers was incorporated. A few months later, in January, 1927, the present manager opened the association office which has been in continuous service ever since that date.

FILL, WEIGHT AND WEIGHT MARKINGS

An association "highlight" of 1940 has been the active and almost continuous attention given to fill of packages, and to weight and weight markings on packages and wrappers. Some of these activities related to legislative bills; some to administrative regulations or proposals; and some were voluntary, developed through the association for the benefit of consumers.

FATS AND OILS EDUCATIONAL WORK

Another "highlight" in our program has been the beginning of continuous work to carry personally to leading agricultural economists and farm organizations a better understanding of how the manufacture of soap helps to provide a wider market for fats and oils derived from the products of American farms.

It is believed that a large amount of work needs to be done in bringing about in the minds of American farm leaders, a correct understanding of the complementary relationships in modern soap making between coconut and other imported oils and

the fats and oils which come from the products of American farms.

This work is done under the direction of the association's Committee on Fats and Oils Education, with Mr. Dalton as consultant.

GLYCERINE

In the glycerine work of the association, a "highlight of 1940" has been the initiation of more extensive research through the laboratories to improve the adaptability of glyptal resins to fields of use even wider than those they now occupy, and in which substantial quantities of glycerine are utilized.

This project, which was begun in June after months of preliminary survey of the general field of resins and plastics, is to be pursued vigorously throughout 1941 with several chemists at the Miner Laboratories assigned to it.

GLYCERINE FOR HUMAN CONSUMPTION

Compared with other glycols and glycerine substitutes, glycerine is believed to be the best adapted to substantially increased outlets in fields of human consumption. Protection and expansion of food, tobacco, and beverage markets for glycerine is therefore one of the prime purposes of our glycerine research and glycerine publicity.

GLYCERINE DERIVATIVES

For the past two years the association laboratories have been studying many of the glycerine derivatives, and during most of that time have been producing them on a laboratory scale for non-commercial sale in small quantities to other laboratories, chemists, or industrialists who have been experimenting with them. In the course of this work, certain modifications in previously published methods of preparation of these derivatives have been developed, and a bulletin has been prepared in order to record these improved methods.

GLYCERINE PUBLICITY

Reference has already been made to glycerine publicity. The primary function of this depart-

ment of the association's work is to make the consumer and manufacturer, the chemist and the engineer, aware of two things: the rapidly spreading area of glycerine uses, and also that glycerine is a natural product, particularly suitable for edible and internal use by human beings. Our publicity during the past year, booklets, bulletins, newspaper and trade paper articles, related mainly to these two themes.

A steadily increasing number of trade and scientific publications have called upon the association for technical articles relating to the use of glycerine in the products they represent.

GLYCERINE EXHIBIT

Our glycerine exhibit, constructed originally for the Annual Exposition of Chemical Industries held in New York in 1939, was shown for six months early in 1940 at the New York Museum of Science and Industry, in Rockefeller Center. During this period 150,000 persons visited the museum, and the

museum authorities estimate that more than one-half of this number viewed the glycerine exhibit.

After the close of its showing at the New York museum this exhibit was sent to Chicago, where it was one of the features at the National Chemical Exposition at the Hotel Stevens in December. It was visited there by several thousand visitors, 935 of whom, principally chemists and food manufacturers, registered their names and addresses with requests to receive from the association a regular service of glycerine information.

SURVEYS, STATISTICS, REPORTS, MEETINGS

Not a "highlight" perhaps, but day-in and day-out, is the constant gathering of facts needed in all relationships of the association, and the provision of information to makers and users of soap and glycerine, to government agencies, and to the public. For several years, fact gathering, statistics, bulletins, and reports, has been one of our most necessary and time-consuming tasks.



THE ASSOCIATION PROGRAM

- 1 To raise cleanliness standards throughout the United States and increase per capita use of soap
- 2 To protect old uses and develop and promote new uses for glycerine
- 3 To serve and guide our industry in making its most effective contribution to national welfare and defense
- 4 To serve constantly as a means of contact and cooperation between our industry and the many

agencies of government, Federal, State, and local

- 5 To gather and compile facts, statistics, and authoritative information for the members of our industry and for governmental agencies and the public
- 6 To provide a common meeting ground for members of our industry and a recognized channel for relationships with other industries and groups

Some conception of the information provided to members of the industry may be gained from the fact that during the year 204 different circular mailings were sent to groups in the industry divided according to their interest.

STATISTICS AND STUDIES

Regular statistical services included the association's quarterly soap sales census.

Special surveys, compilations, and studies are made as required. Included among such studies under way as 1940 ended are a compilation of weights and measures regulations in all states, and a similar study of "experience rating" provisions affecting payroll taxes in unemployment compensation laws.

MEETINGS

An additional and very important service of the association is to provide a common meeting ground for members of our industry, as well as a recognized channel for relationships with other industries and groups. Our office maintains constantly helpful relationships with associations and organizations of many kinds.

At this point, recognition should be given to the service which many in the industry render through work on association boards and committees and in personal conferences with the association staff. It is cooperation thus freely and generously given which makes possible the effectiveness of all the work which the association does.

SOAP PUBLICITY

From the first, the promotion of cleanliness and the raising of cleanliness standards in order to increase per capita consumption of soap was recognized as the association's chief responsibility. The present cleanliness publicity program works through a large number of channels. It is national in scope, and reaches millions of adults and young people.

The principal themes used as the basis of our soap publicity releases are personal attractiveness (beauty), household management, child training, health, civic and community improvement, and industrial efficiency.

THE BEAUTY APPEAL

Experience has proved that in this work the beauty appeal leads all others. To meet this demand we release a steady succession of articles about bathing, the relation of cleanliness to beauty, the care of the wardrobe, and the importance of the use of soap and water to business and social success.

HOUSEHOLD MANAGEMENT

Second in popularity are releases which appeal to the desire for a comfortable, well-managed home. To meet this universal sentiment, we release practical and helpful articles relating to laundering, dishwashing, housecleaning, and other factors of good housekeeping in which soap and water play an important part.

During 1940 we assisted several important organizations dedicated to advising distributors and homemakers, by checking their publications on technical points of soap use.

CHILD TRAINING

Another important basis of our soap publicity is education of the younger generation to a full appreciation of cleanliness. Our articles and materials on this subject are used widely in magazines read by parents, teachers, and social workers.

SCHOOL TEACHERS

The school teachers of the country, especially teachers in secondary schools, are enthusiastic allies of our cleanliness campaign. In order to help them teach cleanliness ideals to their pupils, we issue a monthly bulletin entitled *Cleanliness Training* which now goes to a total of 11,925 teachers, government demonstrators, and group leaders. From a small beginning three years ago, this mailing list has been increased to its present size entirely on a "request" basis. In the past twelve months, 771 new names were added to the list. Other thousands of teachers continue to send for, and use in their classrooms, the reprinted Cleanliness Institute school readers, *After the Rain* and *A Tale of Soap and Water*.

MAGAZINES

Magazine writers and editors have come to recognize our Cleanliness Bureau as a very helpful source of information and of cleanliness photographs, and during the last year we cooperated with not less than 78 magazines in the preparation of articles.

RADIO

More than one-third of all the radio stations in the country have requested the privilege of using the "continuities" prepared by our publicity department in their household sustaining programs. We estimate that these radio talks, which we send out once a month, reach a combined audience of at least 10,000,000 listeners, mainly women.

CONCLUSION

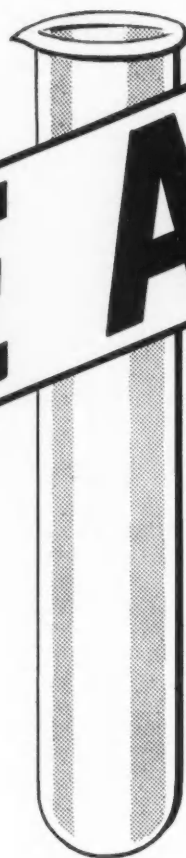
In the words of the charter of our association, the first purpose of our organization was "collecting and circulating information valuable and useful to the public with reference to the use of soap and kindred products." This we are doing, and though the appropriation now expended upon this work is small compared with the days of our association's Cleanliness Institute, it is safe to say that not since then have we had a "highlight" year comparable to 1940 in the acceptance and publication of cleanliness material.

These twelve months have set a record, which however we shall hope to exceed in 1941.

For an effective dust-layer during processing periods, two per cent of an emulsible oil by weight may be mixed with water and the emulsion added to the soap kettles prior to glycerine separation.



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For sealing vials, jars and bottles, Cover-seal is offered by the Varniton Co. The product is melted over a steam bath and the vials, jars or bottles are dipped into the warm liquid and allowed to cool. Cover-seal is available in red, blue, blue-green, yellow, orange and tan. More complete information about it is offered.

Emulsion base

Kemulsion base AA, a base for blending with essential oils and aromatics to make them self-emulsifying in water, is offered by Kem Products Co. The product is described as a clear liquid of oily consistency practically neutral and odorless. It is said to form a brilliant liquid mixture with essential oils and aromatics by simple hand stirring at room temperature. Its usefulness in preparing bath oils, theatre sprays, water base disinfectants and insecticides, water-soluble perfumes and other cosmetics is emphasized by the manufacturers. Samples will be sent on request.

Protection from perspiration

A new formula known as Ply 9, created specifically for industries where perspiration of the hands is injurious to both workers and products, is offered by the Milburn Co. The worker dips his hands into it and permits the moisture to dry on his hands. As it dries it creates an invisible film that forms the protection. Clinical experiments, it is stated, show that it causes a rapid drop in the perspiration accumulated on the surface of the skin and also that it tends to decrease the oily secretions of the skin and to remove the alkalinity that occurs despite other precautions. It is said to be without detrimental effect on the body. Further information about it will be sent on request.

Chemical reference service

The Hooker Scientific Library, operated as a nonprofit institution by Central College, has inaugurated a new service for chemists who lack the convenient access to chemical reference works.

For a nominal fee, the library will send the data on any question which

can be answered by reference to a chemical manual, dictionary or indexes such as Beilstein, Mellor, Thorpe, Ulmann, formula indexes and the like. Inquiries taking too much time for the low fixed rate will be answered at a proportionately higher cost, for which estimates can be rendered in advance. Full details will be sent in response to requests addressed to: Hooker Scientific Library, Central College, Fayette, Mo.

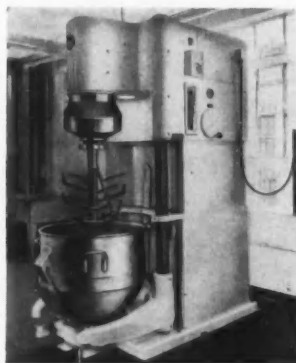
Photoswitch short interval timer

Photoswitch electronic timer type T15 is a universal interval timer, extremely accurate over ranges from one-twentieth of a second to two minutes, according to Photoswitch, Inc. Control is accomplished through a specially designed snap action relay of 1,000 watts capacity which results in an accuracy hitherto unapproached in simple and rugged timers. The equipment is stated to be flexible with reference to actuating control, permitting both momentary push button and sustaining contacts control and is universal for six timing ranges represented by timing valves snapped into a readily accessible clip. Full information will be sent on request.

Vertical planetary mixer

The AMF Glen 340 mixer is the largest vertical and planetary mixing machine ever constructed, according to the American Machine & Foundry Co. It uses 85-gallon bowls whereas customary capacity for this type of machine is 20 to 25 gallons.

These mixers, it is stated, have wide adaptability for many mixing proc-



New large mixer which uses 85-gallon bowls

esses and have been successfully applied to the mixing of cosmetics, lotions, powders and many other things. The manufacturers stress the variable speed, functional agitators, interchangeable bowls, planetary action, power and wide flexibility for variety batch mixing. Full information about the mixers will be supplied.

Air odorizing autos, etc.

The Expello Corp., Dover, N. H., manufactures and distributes a brand-new idea in effective "air odor-



Odorizing product is conveniently packaged

izing" for automobiles, taxis, buses, rest room, bathrooms, etc.

The counter display illustrated holds 12 Kimble vials of Odo-Car, each of which acts as a vaporizer and is said to be sufficient to impart to the atmosphere a delightful odor of pine woods. The vial is clipped in the desired location, the screw cap is removed, and the concentrated pine odor does the rest. Objectionable odors from smoking, perspiration, dogs, gas and oil fumes are quickly and pleasantly overcome, it is stated.

Each vial of Odo-Car sells at 25 cents. This product is also available in a four-ounce bottle designed for use with an atomizer.

Non-inflammable cement

A new latex-rubber cement which may be used without risk of fire is offered by the B. F. Goodrich Co. The cement is said to be useful in the office, for pasting window displays and for other uses in manufacturing where it is desired to secure adhesion of textiles, leather, paper and other materials. Full information may be had for the asking.

Salary calculator

Earnings of salaried workers who must be paid for overtime under the Wage-Hour Law is easy with the Rapid Calculator for Finding Overtime Earnings offered by N. S. North.



HELIOCRETE

The scientific answer to the inadequacies of Heliotropine

TEN times closer to the natural Heliotrope odor and four times as strong as Heliotropine, Heliocrete is an excellent fixative. It is stable against alkali, has no chemical by-odor, and is very economical in use.

Schimmel for Synthetics

SCHIMMEL & CO., INC.

601 WEST 26TH STREET

NEW YORK, N. Y.

CHICAGO • CINCINNATI • CLEVELAND • LOS ANGELES • MINNEAPOLIS • NEW ORLEANS • ST. LOUIS

New Catalogs

A store house of successful promotion advertising and service ideas has been made available to the cosmetic and allied industries by the New York Employing Printers' Association which has announced that its printing consulting service files, hitherto available only to members, now may be consulted by any manufacturer.

Manufacturers who have been plating and polishing after fabrication their metal containers have adopted tre-finished metals, according to the American Nickeloid Co. These metals, it is stated, require no plating or polishing and have helped materially in speeding up production. Further details about the metals and their applications may be had on request.

Key executives faced with problems of organization, whether company-wide or departmental, may find data of practical assistance in a new report "Business Organization" just issued by the Policyholder Service Bureau of the Metropolitan Life Insurance Co. The report provides information on certain general principles and general patterns of organization structure which may be applied to individual circumstances. A copy will be sent on request.

Service on wage-hour problems is offered by Prentice-Hall, Inc., in the form of a loose-leaf wage-hour and labor service bulletin. Full details about this service, together with samples of the bulletin, are available for the asking.

The first perfumery depot in America, opened by Solon Palmer in August, 1847, is reproduced in a set-up box which has been awarded top honors in the All-America Package Competition. The package was designed by Lubin Palmer. The cologne



Miniature bottles help win packaging award

bottle was supplied by Carr-Lowrey Glass Co. and the miniature bottles which are shown in the illustration were supplied by Glass Industries.

A corrosion resistant plastic coating, which has been developed and perfected during the last five years by the American Concrete and Steel Pipe Co., which is known as Amercoat, is adequately described in a catalog which has just been issued by the company. The value of the coating as a protector against contamination is explained. The advantages of the coating in beverage and food containers as well as bottling and canning machines is emphasized. It is claimed to be pliable, abrasion-resistant and impervious to a long list of acids and alkali oils, fats and alcohols.

The N.W.D.A. Year Book is an imposing volume of 891 pages, substantially bound in cloth covers. It contains the complete proceedings of the National Wholesale Druggists' Association 66th meeting or 31st annual meeting as a corporation. The book is well arranged, properly indexed and is illustrated with photographs of the officers. In addition to the proceedings, useful data on the association with names of past officers, present members and the constitution is included. All told, it is a useful work containing information developed at the White Sulphur Springs, Va., meeting last autumn and is of value to the industry.

Non-skid floor wax offered by the United States Testing Company is described in the bulletin issued by the company which will be sent on request. The bulletin covers the theory behind a non-skid product in the floor-wax field and describes the procedure by which tests were run to uncover facts relative to water resistance as well as the coefficient of friction.

Sales Credit Guide for Latin America for 1941 has been issued by American Foreign Credit Underwriters. As an approach to buyers and sales representatives in all Latin American markets, the volume is of value. The guide is sold to those interested in exporting to Latin American countries. Further details may be had by writing to the American Foreign Credit Underwriters.

Books to Aid You

A NEW DICTIONARY OF CHEMISTRY. Edited by S. Miall. 575 pages, 6x9 ins., illustrated. Longmans, Green & Co., 1940. Price \$15.

Every technician should have at his command one or more dictionaries on the subject of chemistry. From time to time, the matter of spelling or exactness of definition must be checked and the easiest way to do so is to refer to a chemical dictionary. This new dictionary includes descriptions of trade-named products, a list of various chemicals encountered in common usage, a table of physical constants of a number of organic compounds, and discloses modern conceptions of the various branches of chemistry. Such substances as ketals, ionone, Buna (synthetic rubber), mustard gas, protective colloids and rotary filter show the diversity of definitions found within the covers. Many aromatic chemical compounds with their constants are mentioned. Only a few essential oils are described. The composition of a number of specialties, better known in Europe, is included.—M. G. deN.

STARCH AND ITS DERIVATIVES. J. A. Radley. 346 pages, 5½x8½ inches, illustrated. D. Van Nostrand Co. 1940. Price \$6.

With the increasing production of starch and the greater amount of research seeking new derivatives, this book is of great help to the technical worker. Not only has the author produced some excellent photographs of various kinds of starch, both under direct and indirect lighting, but he has also assembled and digested a vast amount of literature, which has been published on the subject over the years. The viewpoint throughout is typically British.

A very interesting chapter on preservatives for starch is found on page 249. An interesting chapter begins on page 91. It contains a discussion of the various ethers and esters capable of being made from starch. New cosmetic raw materials can result from some of the work discussed in this chapter.

The author makes an orderly presentation of the subject and there are many things to recommend the book to interested technical workers and to starch chemists.—M. G. deN.

CASE HISTORY EXAMPLES OF HOW WE ARE HELPING LEADING HOUSES ADAPT OR MODIFY THEIR FORMULAS TO MEET PRESENT EMERGENCY CONDITIONS



WHEN the market for Natural Bergamot first started to advance, a manufacturer was advised to reduce his production costs by using 50% of a synthetic with the natural.

This, however, proved to be only a temporary solution. As world conditions became worse, the prices of Natural Bergamot and other ingredients soared rapidly to almost unbelievable heights. Soon the cost of the concentrate in the perfume base came perilously close to the selling price of the finished toilet water.

It was at this desperate stage the manufacturer conferred with us.

We carefully reviewed the situation and analyzed the formula for his perfume base.

We then persuaded him to eliminate Natural Bergamot completely and suggested that he make certain modifications in other ingredients whose future supply and price were most apt to be uncertain.

To enable him to do this we readjusted his entire formula. As a result the client has reduced his costs, increased his profit and maintained his odor quality and sales volume.

If you make a perfume, cosmetic or toilet preparation whose distinctive odor is even partially dependent on one or more difficult-to-obtain ingredients — you will appreciate our specialized type of laboratory analysis and odor construction work, and you may profit from our suggestions.

Why not write or phone today for a consultation? No obligation, of course.

BUSH AROMATICS, INC.



specializing in odor construction
136 Liberty St., New York, N. Y.

AMONG OUR FRIENDS

► G. R. Parkinson has been appointed executive vice-president of Parfums Schiaparelli, Inc., New York, N. Y., and Randolph P. Leube has been selected manager of sales. Mr. Parkinson was born in London but made his home in Paris for 20 years before its occupation. Mr. Leube has been associated with the perfume and cosmetic business in an executive capacity for more than 13 years.

► William L. Schultz, president of Shulton, Inc., left February 28 for Boca Raton, Florida. He was accompanied by Mrs. Schultz who will remain south for two months to recuperate from a recent illness. Mr. Schultz returned a few days ago. On March 21, Mrs. Schultz will be joined by her daughter, Elizabeth, who will spend her spring vacation with her mother. Miss Schultz is a student at Sarah Lawrence college of Bronxville, N. Y. This trip was Mr. Schultz's first vacation in several years since he first launched Early American Old Spice toiletries in the fall of 1937. Since that time, his company has brought out an additional line of toiletries, Early American Friendship's Garden.

► William D. Barry, manager of the New York branch of the Mallinckrodt Chemical Works, has been elected president of the Drug & Chemical Club, New York, N. Y.

► Miss Jessica Ogilvie, president of Ogilvie Sisters, New York, N. Y., broadcast on Alma Kitchell's "Pin Money Party" over station WEAJ, March 6.

► John Powell, of John Powell & Co., is recuperating from an operation for hernia. While in Mexico City, he suffered an attack and flew back to Montclair, N. J., where the operation was performed in the Mountainside hospital.

► Mr. and Mrs. Malcolm Tinker of Shulton, Inc., New York, N. Y., have returned from a cruise through the West Indies. Mrs. Teresa Tinker is secretary of the company and Mr. Tinker is connected with the company's Hoboken plant.

► Warren Van Kirk, chief chemist and production manager for Harper Method, Inc., Rochester, N. Y., recently returned from a five-week combination business and pleasure trip to the Pacific Coast states. In Los Angeles,

where he met Capt. Robert A. MacBain, president of the company, and Martha M. Harper MacBain, founder of the business, a convention of Harper Method representatives from the southern California area was held. Mr. Van Kirk continued this work by calling on numerous Harper Method shops and sales representatives from San Diego to Seattle, conducting sales and educational programs relating to the products and services of the company. Returning from the west, he stopped at Madison, Wis., to attend and speak at the mid-winter sessions of the large and comparatively new Harper method training school, established to train operators for the mid-west shops. Mr. Earl Freese, secretary and general manager of the company conducted the sessions at Madison. Mr. Van Kirk reported ideal weather conditions on his numerous pleasure trips and was optimistically impressed with the present business activity and future prospects.

► L. F. Supple, formerly president of the Springfield Glazed Paper Co., has joined the Reynolds Metals Co., New York, N. Y., as head of the Unifoil division. He was formerly associated for 13 years with Whiting-Patterson Co.

► Charles P. Gulick, chairman of the board of the National Oil Products Co., has been appointed to the trustee-advisory committee of the College of Pharmacy of Rutgers University.

► Ben F. Zimmer, vice-president in charge of sales of Fritzsche Brothers, Inc., at a recent holiday reunion in Chicago was photographed with his son and grandson. The three generations of the Zimmer family are shown in the accompanying photograph. B. F. Zimmer II, like his father, is associated with Fritzsche Brothers, Inc., where he is engaged in the technical laboratory doing research work. B. F. Zimmer III in his grandfather's arms became a full-fledged member of the Zimmer clan last October 8 at the Flushing hospital.



The Ben Zimmers, I, II and III, in Chicago

mer II, like his father, is associated with Fritzsche Brothers, Inc., where he is engaged in the technical laboratory doing research work. B. F. Zimmer III in his grandfather's arms became a full-fledged member of the Zimmer clan last October 8 at the Flushing hospital.

► Edward Plaut, president of Lehn & Fink Products Co., Bloomfield, N. J., is vice-chairman of the national committee on the observance of Mother's Day, May 11.

► Count Jacques de Sieyes, associated with the French perfumery industry in New York, N. Y., left for London February 20 by clipper plane, reportedly to confer with General Charles de Gaulle.

► Walter M. Eller of the Philadelphia branch of Fritzsche Brothers, Inc., New York, N. Y., has assumed the duties of his late father, James R. Eller, as manager of the Cincinnati office of the company.

► Harry W. Nice, former governor of Maryland, a life long friend of George M. Armour of McCormick & Co., Baltimore, Md., died February 25. Governor Nice attended several meetings of the Flavoring Extract Manufacturers Assn. where his skill as an after dinner speaker made him immensely popular.

► John L. Newkirk, who exports and imports perfumes and drugs from South and Central America, has established offices in the International Building of Rockefeller Center, New York, N. Y.

► L. A. Barbour, well-known in the essential oil industry with which he has been connected in various capacities, is now head of the Drug & Allied Products Section of the Chemical Division of the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.

► Dr. Victor G. Fourman, chief chemist of Compagnie Parento, Inc., New York, N. Y., lectured on the subject, "American Perfume Industry Comes Into Its Own" March 5 at the Manhattan College Chapter of the American Chemical Society. This is the third annual lecture Dr. Fourman has given before this group.

► Francis H. May has been appointed vice-president in charge of sales of the Foster Forbes Glass Co.

► John G. Van Nortwick who has traveled throughout the United States and Canada for J. L. Hopkins & Co. is now vice-president in charge of sales for the company. Wilmot Dees has been appointed resident sales manager.

► James C. Lewis, secretary of E. R. Squibb & Sons, Brooklyn, N. Y., has been elected a director of the company.

► J. P. Swift has been appointed sales representative of the Aridor Co., Chicago, Ill., for Philadelphia, Baltimore and the adjacent territory.

► Joseph A. Galvin will be elected president of the United Drug Co., Boston, Mass. at the directors' meeting March 26, succeeding Louis K. Liggett, founder, who will become chairman of the board.

► H. Gregory Thomas of Bourjois, Inc., New York, N. Y., spoke to the cosmetic section of the Fashion Group at Town Hall, New York, February 5, on "The Inside Story of Perfume Futures."

► Benson Storfer, president of Parfums Corday, Inc., New York, N. Y., has been on a trip to Latin-America.

► Harry A. Haus, formerly sales director of the George W. Luft Co., Long Island City, N. Y., has been elected vice-president in charge of sales and advertising.

► Ernest Daltroff, founder of the Caron Corp., New York, N. Y., and one of the owners of the French house of the same name, its parent company, died February 7 in New York, at the age of 73. Until last June he made his headquarters in Paris, coming to the United States frequently. During the suits which his company brought in the early twenties to protect the name of Black Narcissus which proved to be a marked success at the time, he became well-known to the trade in this country.

► R. A. Carmichael is in charge of the eastern division of Courtley, Ltd., the Los Angeles concern affiliated with Nassour Brothers, Inc., Ltd., of Los Angeles, Calif. An office and showroom is operated at 126 Fifth ave. During January while in New York, William Nassour arranged for the distribution of the Lengyel line under the name of the Lengyel Sales Co.

► Harry T. Johnson, general manager of Delettrez, New York, N. Y., is on a business trip to the Pacific coast.

► Miss Christine Lammers has been appointed vice-president and sales manager for Mary Chess, Inc., New York, N. Y.

► Jacques and Alfred Weil of Parfums Weil, Paris and New York, announce that the line will be manufactured in the United States as soon as arrange-

ments, being made by both principals who are now in this country, are complete. Francois Nazare has been appointed sales manager.

► Walter A. Conklin, vice-president of the Foragers, has been receiving congratulations of members and guests ever since the notable banquet on the evening of January 11 for the complete success of the affair which was largely planned and managed by him.

► F. C. Theile, president of P. R. Dreyer, Inc., New York, N. Y., has returned from an extended business trip to the Pacific Coast. In Los Angeles, he conferred with Albert Albek, western representative for his company.

► W. C. House, advertising manager of Houbigant, Inc., New York, N. Y., who is busily engaged in introducing the company's new line of Translucid cosmetics, was formerly associated with the Zonite Products Corp.

► John Finn, formerly with the Gillette Safety Razor Co., is in charge of the new razor blade division of the Barbasol Co., Indianapolis, Ind. His headquarters will be in New York, N. Y.

► Mr. and Mrs. Robert W. Carr of Perth, Ontario, Canada, visited New York, N. Y., late in February primarily to inspect Woodbury's new plant at Belleville, N. J., and also to confer with their advertising agency on various promotional plans in relation to Woodbury products. Mr. Carr is a vice-president of the company and manager of the Canadian plant at Perth. While in New York, the Carrs had an opportunity to visit with many of their friends in the industry on the American side of the border. During the period when Mr. Carr served as president of the Canadian Perfumers' Association, his activities in that office won him many friends in the United States, who were added to his many friends in Canada. In the accompanying photograph are

Mr. and Mrs. Robert W. Carr (centre), with Mr. and Mrs. Eldon Sullivan. Mr. Sullivan is the account executive of Lennen & Mitchell for Woodbury, and at the right are Mr. and Mrs. A. E. Mullen. Al Mullen's unnatural seriousness in this photograph must mean he won the check.

► John J. Toohey again demonstrated his executive ability on the evening of March 13 when everybody of consequence in the Drug, Chemical and allied industries attended the big banquet of the DCAT Section of the New York Board of Trade at the Waldorf-Astoria. As chairman of the big affair, he handled a multitude of vexing details with his usual tact and force; and, as a result, the affair proved to be a complete success. Orchids also go to his associates.

► Jacqueline Cochran, well-known aviatrix, is promoting her "Wings to Beauty" cosmetics with a campaign kit for retailers. The kit is divided into three parts, publicity, newspaper mat service and merchandising, and the whole contained in a folder with pockets for each section. Glossy prints of Miss Cochran in her airplane, her laboratory at New Roselle, N. J., as well as photographs of the products, are included in the publicity material. The material explains that "the basic idea on which Jacqueline Cochran has built her line is speed, an ever-increasing factor in the daily lives of women."

► Miss Irene Humphries, formerly with Marie Earle, has joined Ogilvie Sisters, New York, N. Y., in the capacity of sales promotion director.

► W. Kyle Sheffield of the New England Collapsible Tube Co. and Mrs. Sheffield have returned from a vacation trip to Ormond Beach, Florida, where they visited relatives. The trip to Florida was made by automobile in two days, 600 miles being covered the first day and 559 miles the second day.



The Eldon Sullivans, the Robert Carrs and the A. E. Mullens at a New York City night club

NEWS and EVENTS

FTC asked to keep complaints secret until answered

One suggestion in the report of the attorney general's Committee on Administrative Procedure which has won widespread support from business representatives urges that FTC complaints be held in secrecy until such time as those charged with violations of the law have had time to reply.

Under this suggestion the practice would be followed in all cases where the public safety would permit, and mean that the complaint and the respondent's answer would be released simultaneously. Until recently the Federal Trade Commission released only its complaint and gave no publicity to the answers of those accused. Last year this procedure was changed so as to allow dissemination by the FTC of the respondent's answer, but this answer has not always been released at the same time as the complaint.

Fair trade repeal bill now in Congress to be fought

A bill to repeal the Miller-Tydings enabling act has been introduced in Congress by Rep. H. P. Fulmer of South Carolina. It is known as H. R. 3821. Proponents of fair trade are preparing to oppose the repeal.

Bill to reduce alcohol tax gets full support of F.E.M.A.

John H. Beach, president of the Flavoring Extract Manufacturers Assn., has sent a letter to all members directing attention to H. R. 3383, presented in Congress February 17 by Rep. Kefauver, which provides for a tax differential between beverage and nonbeverage alcohol.

With the letter is a list as of March 8 of the present members of the Ways and Means committee so as to make it convenient for all to write immediately to congressmen in their states who are at present on the committee. The letter from Mr. Beach points out the imperative need for immediate action. Useful data to include in the letters

was enclosed with Mr. Beach's letter, in the form of a four-page folder.

Members responded loyally to the request and, in view of the importance of the passage of the bill to the industry, it is believed that it now has a fair chance of being enacted. The association, of course, will lend the full weight of its support to the bill.

Convention committee for T. G. A. meeting June 9, 10 and 11

Members of the committee that will arrange all entertainment features of the forthcoming annual meeting of the Toilet Goods Assn. in New York, June 9, 10 and 11, are as follows: LeRoy Root, chairman; Philip Haebler, Milton Martin, Charles Fischbeck, Karl Voss, Michael Lemmermeyer, William P. Murray, Walter E. Klaas, A. C. Burdund and J. B. Walker.

T. G. A. to have exhibits at annual convention in June

For the first time, the Toilet Goods Assn. will have an exhibit of supplies in connection with the annual convention to be held in June. All booths will be uniform in size, 6 x 8 ft., and the cost will be \$25 each including lighting and police protection. Further details about the exhibit will be announced later by the convention committee which is arranging it. The exhibit will be in the same hotel as the meeting.

Mormon church begins soap manufacture

The Latterday Saints, or Mormon, church of Salt Lake City, Utah, through its extensive welfare plan, operating in many different states and in Canada, has decided to manufacture soap, along with numerous other commodities. The initial soap production will be 200 cases. High church officials assert that there is no intention on their part of making the welfare plan do more than caring for the temporary unemployed, the unemployables, widows and orphans, and the sick. "We are not going to start co-operatives," J. Reuben Clark, next in authority to President Heber J. Grant, said the other day. "We are

merely trying to help those who can't help themselves." Clark is a former U. S. ambassador to Mexico.

FTC may seek new power as result of Bunte decision

Reports are current that the Federal Trade Commission is giving serious study to the U. S. Supreme Court decision in the Bunte Brothers case, in order to determine whether or not it would be wise for the commission to seek legislation from Congress broadening its scope.

In the case of Bunte Brothers, Chicago confectionery company, the FTC had sought to attack allegedly unfair trade methods practiced within a single state on the theory that these methods affected interstate commerce in the industry, contending that existing legislation was broad enough to confer such powers on the FTC.

Bunte sold candy in a manner which the FTC decided was a lottery, and use of such sales methods were banned by the FTC in interstate commerce. The commission contended, in the present case, that Bunte continued the objectionable practices thereafter, but confined them to a single state. Even this practice, the FTC contended, placed an unfair burden on competitors who attempted to sell their products in that state, and it therefore sought to force Bunte to stop the practices in intrastate as well as interstate commerce.

In the supreme court decision, rendered by Justice Frankfurter, the right of the FTC to extend its supervision to intrastate business was denied under existing law, although the decision indicated that if the FTC could secure a broader grant from Congress such a grant would be constitutional.

"The case presents the narrow question of what Congress did, not what it could do," the court decision said. "And we merely hold that to read 'unfair methods of competition in (interstate) commerce' as though it meant 'unfair methods of competition in any way affecting interstate commerce' requires, in view of all relevant considerations, much clearer manifestation of intention than Congress has furnished."

SUBSTITUTES FOR NATURAL FLORAL ESSENCES

The growing scarcity of natural floral essences emphasizes the value of high quality substitutes

THE international situation is serving to emphasize the fact that there are countless places where synthetic floral essences can replace the natural floral products with a great deal of satisfaction and marked success.

The ingenuity of American chemists is demonstrated by the fact that American made creations not only reproduce the fragrance of the living flowers with marked fidelity and that they may be employed with complete success but that they are also *preferred* in many instances because of the uniformity in quality which they assure to say nothing of the economies they make possible.

If you find difficulty in obtaining any natural floral product write to us for a substitute. All we ask is that you give it a trial.

NORDA Essential Oil and Chemical Co., Inc.

NEW YORK OFFICE: 601 WEST 26th STREET
CHICAGO: 325 W. HURON STREET
ST. PAUL: 253 E. 4th STREET
LOS ANGELES: 2800 E. 11th STREET
CANADA: 119 ADELAIDE STREET, W. TORONTO

All principal developments and trends in packaging to be considered

A program that will consider all of the principal developments and the likely trends in the field of packaging, packing and shipping is being planned for the conference that will run concurrently with the 11th Annual Packaging Exposition at the Stevens Hotel in Chicago, on April 1 to 4. Both the conference and the exposition will be sponsored by the American Management Association.

Warren Burns, active in old Morana company, dies in Florida

Warren E. Burns, who had been identified with the essential oil industry since 1909, died February 7 in a Tampa, Fla.,



Warren E. Burns

hospital at the age of 63. He had been in ill health and had undergone two serious operations. His body was cremated. Funeral services were held at the family home, New Port Richey, Fla., with Masonic rites preceded by a reading by a

leader of the Christian Science faith. He is survived by his widow, Mrs. Lola L. Burns; his mother, Mrs. J. J. Burns; a brother, Clyde F. Burns; and a nephew, F. R. Steele, all of Chicago.

Mr. Burns was born in Milford Junction, Ind. Early in his career he was a member of the Illinois National Guard and rose to the rank of captain during the war with Spain. During the World War he was a lieutenant of the American Protective League doing counter espionage work. For his services, a certificate was issued to him by the Dept. of Justice.

At the time of his death he was president of the Burns Florida Corp., a citrus brokerage firm with offices in Tampa, New York and Chicago. He had been a resident of New Port Richey since 1926 but had been going to Florida since 1917 when he started the development of Jasmin Point estates. From 1926 to 1931 he was president of the Burns-Becker Realty Co. which built the Hacienda Hotel. James Becker, Thomas Meighan and Gene Sarazen were associated with him. He was a former member of the New Port Richey city council and was interested in establishing the first utility company serving the city.

The greater part of his business career was spent with the old Morana company. In fact, the rise of that concern from its founding, July 15, 1909,

as Compagnie Morana by Carl Schaetzer, Williard A. Walsh and Warren E. Burns, to a position of leadership is a saga of the essential oil industry that is still discussed.

The company began as agent for Compagnie Morana of Zurich, Switzerland, which, incidentally, was founded by Mr. Schaetzer. Later the agency of Bruno Court, Grasse, France, was added. When the company absorbed the Commonwealth Products Corp., the name was changed to Morana, Inc. Under the combined genius of the three original founders, each of whose ability seemed to complement the others', the company made amazing progress. More agencies were added. Aggressive sales efforts were employed and the earnings of the concern mounted. It became necessary to seek larger quarters and in 1925 a building was purchased in Vandam St. In December of that year Warren Burns sold out his interest in the company to Carl Schaetzer and Theodore Haebler, and moved to Florida. The following year Williard A. Walsh sold out his interest in the company, and engaged in the real estate business. The venture was not successful nor was his attempt to re-enter the essential oil business in 1934 what he expected; and on March 19, 1934, he was found dead.

Morana, Inc., ceased as a separate entity in May, 1929, when A. L. van Ameringen, president of van Ameringen, Inc., which he established in 1918, and Dr. William T. Haebler, formerly treasurer of Morana, Inc., organized van Ameringen-Haebler, Inc. Carl Schaetzer continued as a vice-president until his sudden death in his apartment in New York, N. Y., June 19, 1934, at the age of 59. Under sound management the reorganized company has thrived.

Like Mr. Walsh, Mr. Burns endeavored in 1935 to re-enter the essential oil business in New York. The venture was not successful.

Mr. Burns was not only a man of energy but he was also a man of distinct and strong characteristics. In later years he liked to discuss his early successes, the amount of money he spent for living expenses alone at the height of his career, the twenty-dollar tips he gave to waiters for front tables in night clubs and some of the things he brought to pass. Although not a chemist, he was well informed about essential oils and was considered a good judge of odors. He liked to remember the younger men of his organization; and they in turn liked to hear from him after he had left the business. Three of them, Frederick Steckmann, Jr., Albert J. Dillinger and Charles F. A. Buckie of van Ameringen-Haebler,

would have been associated with him a quarter of a century by this time if he had continued in the business. His death marks the passing of the last of the three men who made essential oil history in the old Morana company in the early twenties.

Study of fair trade laws released by TNEC

The so-called fair trade laws are discussed in a new monograph, No. 17, just released by the Temporary National Economic Committee, the authors making the point that "resale price maintenance is not in itself a major economic evil." They come to the definite conclusion, however, that price maintenance devices are bad both in principle and practice.

Both sides of the problem are outlined and the authors point out that one of the principal reasons why legislation by the states is sought is that many independent dealers fear that monopolistic power abuses by those who control national distribution is bound to react to the detriment of small retailers.

The monograph represents an analysis of material collected by the Census Bureau, by the Securities and Exchange Commission in a special study organized by the TNEC and by the industrial economics division of the Department of Commerce. It is available through the Superintendent of Documents, Government Printing Office, Washington, D. C.

Government bonds featured in new Colgate-Palmolive-Peet contest

A \$100,000 slogan contest has been started by Colgate-Palmolive-Peet Co. in a drive for Super Suds, featuring the distribution of \$16,000 in government bonds for six weeks with an extra grand prize of \$4,000 at the end.

Brunswig Drug Co. to sponsor eastern trip of Los Angeles staff

The Brunswig Drug Co., Los Angeles, Calif., will send its Los Angeles and branch executives and salesmen on an eastern states educational tour in July. The party, numbering about 30, will visit New York, Chicago, Cleveland, Akron, St. Louis, Indianapolis, Kansas City, among other centers, at a number of which they will be shown over factories and thus be able to see exactly how products they handle are manufactured. The trip, to be made by train, will take about two and a half weeks and, according to present plans, four days will be spent in New York. Harold Moore, vice-president and director of sales, will have charge of the party.



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U. S. Supreme Court upholds Iowa 2 per cent use tax

In a decision which may have widespread repercussions in merchandising circles, the U. S. Supreme Court has reversed a decision of the Iowa state supreme court and held that the state may collect its 2 per cent use tax on orders taken by Sears Roebuck & Co. and Montgomery Ward & Co. in the state.

The tax requires every seller of tangible personal property sent into the state for use in Iowa to collect the 2 per cent tax as agent for the state, regardless of where the sale was made, and to remit this tax periodically to the state authorities.

The supreme court decision follows refusal of the two chains to collect or remit the tax, on the ground that Iowa could not tax transactions through the mails in interstate commerce. The case was decided in favor of the chains by a 5 to 4 vote of the Iowa supreme court in May of last year, and the reversal of the state court assumes great importance because 17 other states have similar laws whose constitutionality has been in doubt since the Iowa decision.

In reversing the state tribunal, the supreme court, in a 5 to 2 opinion, held that the mail order business of the two companies was part of the general business done in the state through retail stores which are licensed by the state, and the state can exact the levy as the price of enjoying the full benefits flowing from their Iowa business. Approximately \$500,000 a year in taxes are involved.

Noblesse Cosmetics announces products it now is offering

Noblesse Cosmetics, Chicago, Ill., has announced the initial items which it now is prepared to market. These include a bubble bath, hand cream and skin lotion, hair dressing, suntan lotion, perspiration silencer and shampoo. The packages are attractive and the products are moderately priced. It is the intention of the company, according to R. E. Scratch, to add new numbers to the line from time to time as conditions warrant.

One-cent sales invalid rules California judge

One-cent sales and combination sales in which merchandise is sold at less than cost along with other articles at legal prices are violations of the state unfair practices act, according to a recent court decision.

Suit was filed by the Food and Grocery Bureau in a case where super-values in merchandise were advertised

by retailers together with printed coupons which could be used in purchasing articles for one cent, provided a stated number of other items was bought at the regular price at the same time. Among the offers was a box of matches at one cent if purchased with two others at three cents each.

Superior Judge E. H. Wilson of California ruled the practice illegal, even though the combined price of the merchandise was above cost. He classed as "loss leaders" merchandise sold above cost if it was offered as "bait," and termed the practice unfair competition.

The question of manufacturers' responsibilities in the case was left undetermined. Judge Wilson stated that "whether the several manufacturers who made these sales possible (referring to one cent sales where the item to be sold at one cent is supplied by the manufacturer at no cost to the retailer) can be reached through other actions need not be considered at this time."

Merck & Co. reports largest earnings in its history

Plans for financing the expanding business of Merck & Co., Inc., in vitamins and other drug and chemical products, through the issuance of additional common stock, were announced by George W. Merck, president of the company, in a notice to stockholders mailed March 8 concurrently with the release of the annual report showing record sales in 1940 of \$23,766,375 and consolidated net income of \$2,463,683, the largest in the company's history. Goldman, Sachs & Co. and Lehman Brothers, according to present plans, will manage the underwriting, in connection with which a registration statement is shortly to be filed under the Securities Act.

The consolidated net income of the company for 1940, after all charges, including provision for income taxes, excess profits taxes, and reserves, was equivalent to \$53.19 per share on the company's preferred stock and, after preferred dividends, to \$7.28 per share on the 300,000 shares of common stock now outstanding. In 1939, on sales of \$20,060,958, the company reported consolidated net income of \$1,856,830, equivalent after preferred dividends, to \$5.26 per share on the common stock. The provision for income and excess profits taxes in 1940, including a reserve of \$636,055 for excess profits taxes under the amended law, amounted to \$1,742,404, as compared with \$590,018 in the preceding year.

To facilitate financing through the sale of common stock, the broad announced plans which involve the split-

up of the common stock into three shares for each share now outstanding. It is also proposed to increase the authorized common stock, after the split-up, from 900,000 shares to 1,200,000 shares, the directors contemplating the sale in the near future of not more than 100,000 additional shares of the new common stock out of the 300,000 additional shares authorized.

Where to get materials and what to pay to be discussed

Questions as to where to get materials and what the prices will be as well as other questions vital to national defense production will be discussed at the annual meeting of the National Assn. of Purchasing Agents at the Stevens Hotel, Chicago, Ill., May 26-29, inclusive. There are more than 6000 industrial purchasing executives in the association.

Hair tonic is a misleading term according to recent ruling

The term "tonic" is misleading when applied to preparations for the hair or scalp, according to a recent ruling of the F.D.A., the D.C.A.T. warns its members. Also, the administrator announces that it plans immediate actions to prevent the use of the term "quinine" on hair and scalp preparations, as many such preparations do not actually contain quinine, and even if they do, it does not appear that the quinine adds in any manner to the effectiveness of the articles.

News Notes

Morris P. Neal has acquired the plant and business of the A. B. C. Machine Co., Quincy, Ill., and has changed the name to the A. B. C. Packaging Machine Co.

Chambliss Products, Inc., Chicago, Ill., is now acting as sales representative for the Maria Danica toilet preparations.

Monte Christo Cosmetic Co. has moved to new and larger quarters at 24-34 University Place, New York, N. Y.

Packers Tar Soap, Inc., is planning to move into its new offices on the fifteenth floor of the Eastern Air Lines building, Rockefeller Center, New York, N. Y., the latter part of this month.

The American Chemical Corp., manufacturer of Spree, the spray deodorant, has changed its name to Modalain, Inc. Its offices are at 122 E. 42nd St., New York, N. Y.

Garb-O-Beauty Cosmetics has opened its new establishment in the Knickerbocker building, 79 Fifth Ave., New York, N. Y.

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Artificial cinnamon produced in Germany, DCAT reports

According to the bulletin of the D. C. A. T. section of the New York Board of Trade, artificial cinnamon is now being produced in Germany. It consists of a mixture of 96 per cent cinnamic aldehyde and 4 per cent eugenic acid which is incorporated in a powder carrier made from pulverized shells of hazelnuts or almonds. The carrier is colored with a yellowish-brown coloring material. The artificially colored powder, after drying, is thoroughly mixed with the cinnamic aldehyde-eugenic acid mixture. A slight amount, or 0.2 per cent, of Ceylon cinnamon oil is added to give the fragrance of natural cinnamon.

International beauty shop show to be held March 17 to 20

The 1941 International Beauty Shop Owners convention will open March 17, continuing through March 20, at the Hotel Pennsylvania, New York, N. Y. During the four-day show, several hundred manufacturers are expected to exhibit their products and new inventions, according to Joseph Byrne, director.

Merchandising and hair styling will feature the forenoon sessions, with classes in each twice a morning. The hair styling classes are under the direction of a guest artist staff, with Jean Jolle as mistress of ceremonies.

Ruth Maurer, educational director, will conduct the daily post-graduate programs, presenting, among others: Guy D'Orsay, retail authority; Dr. Herman Goodman, of the New York City Health Department; and David Cole, color psychologist.

BIMS announce golf schedule after mid-winter meeting

The BIMS annual dinner was held Thursday, February 20, at the Hotel Lafayette, New York, N. Y., and 103 members enjoyed an evening of good fellowship.

The grand prize of a Toulouse goose was won by Joseph E. Valentine, of the Oxzyn Sales Co. Other prizes were won by Sewell Corkran of E. N. Rowell Co.—A. H. Wirz, Inc.; S. E. Umensetter of the Topics Publishing Co., and Charles W. Darr of Harriet Hubbard Ayer, Inc.

It was decided that the next annual dinner would be held on January 22, 1942; the tickets would be limited.

Details for the golf tournaments for 1941 also were decided upon as follows:

May 15, Forest Hill Field Club, Bloomfield, N. J.; June 26, White Beeches Golf and Country Club,

Haworth, N. J.; July 31, Sleepy Hollow Country Club, Scarsboro-on-the-Hudson, N. Y., and Sept. 18, Lakeville Country Club, Great Neck, L. I., N. Y.

Bill to lower tax on nonbeverage alcohol introduced in Congress

Nonbeverage ethyl alcohol will be taxed at a lower rate than beverage alcohol under the provisions of the bill, H. R. 3383, recently introduced by Representative Estes Kefauver of Tenn.

An internal revenue tax of \$2 per gallon will apply to brandy and "non-beverage ethyl alcohol used exclusively for manufacturing medicinal preparations, flavoring extracts, flavors and for other nonbeverage purposes," while distilled spirits will pay \$3 per gallon. A bond and permit system, with which users of the nonbeverage alcohol would be required to conform, would be established by the Bureau of Internal Revenue.

Philadelphia College of Pharmacy celebrates 120th anniversary

The 120th anniversary of the founding of the Philadelphia College of Pharmacy and Science, Philadelphia, Pa., was observed February 24. In honor of founders day, graduates and friends gathered at the college to hear the annual report of the president, Dr. Wilmer Krusen.

Packaging Institute semi-annual dinner in Chicago, April 1

The semi-annual dinner meeting of Packaging Institute, Inc., will be held on April 1, at the Stevens Hotel, Chicago, Ill., on the opening day of the packaging conference and exposition. The committee on arrangements is headed by E. A. Throckmorton, Container Corp. of America, and includes H. Kirke Becker, Peters Machinery Co., R. D. Frick, Campana Corp., and Henry F. Woulfe, the Pepsodent Co.

Announcement is also made by the institute of the appointment of the following committees and their personnel:

Liaison Committee, which is co-operating with governmental agencies and representing the institute on packaging problems: Chairman, George R. Weber, manager, Package Development Bureau, Standard Brands, Inc.; Ned Drucker, Schenley Distilleries, Inc.; Stanley L. King, Monsanto Chemical Co.; K. T. Krantz, Colgate-Palmolive-Peet Co.; John A. McConnell, Eli Lilly & Co., and Carl E. Schaeffer, Stokes and Smith Co.

Membership Committees: Chairman, A. Vernon Shannon, Westfield River Paper Co.; W. Van Alan Clark, Allied

Products, Inc.; Frank B. Fairbanks, Horix Manufacturing Co.; Stanley L. King, Monsanto Chemical Co.; Howard A. Sumner, Norwich Pharmacal Co.; E. A. Throckmorton, Container Corp. of America, and L. P. Weiner, Hiram Walker & Sons, Inc.

Mennen Co. launches clever campaign on infant mortality

Advertising by the Mennen Co., Newark, N. J., took a dramatic new turn when the 1941 campaign of the pharmaceutical division got under way with copy "dedicated to the physicians, nurses and hospitals of America." The first message bore the headline, "Saved: 75,000 Babies."

The announced aim of the drive is to transmit to the public an appreciation of the remarkable results achieved by the medical and pharmaceutical professions in keeping babies safer through antiseptic methods of baby care.

John H. Miller, Mennen sales promotion manager, termed the advertising "a crusade to give public recognition to the excellent progress made in lowering infant mortality." By this effort, Mennen hopes to be able to persuade mothers of babies to continue in their homes the same antiseptic precautions observed in hospital nurseries.

Cosmetic credit men clear numerous accounts at meeting

Numerous accounts were cleared at the February meeting of the Drug, Cosmetic and Chemical Credit Men's Assn. which followed the usual monthly dinner. The Dow Chemical Co. was announced as a new member. In the absence of Hugh Wade, chairman, Edward W. Farrell, vice-chairman, presided at the session.

Mefford Chemical Co. wins first prize in California exhibition

The eighth annual display and dinner of the associate members of the California Cosmetic Assn. was held at the Casa Manana in Culver City, February 25. The displays were open for exhibition at 6 p. m. and the dinner was served two hours later, followed by dancing to Jan Garber's orchestra. A floor show added to the gaiety of the occasion. The displays were unusually interesting, educational and beautiful. The cup for first prize was won by Mefford Chemical Co. The affair was under the supervision of the president of the association, Chris Nelson, and the associate members' chairman, Robert Felton of the Felton Chemical Co. A watch, presented by Robert Desmond of George Lueders & Co., was awarded to one of the ladies.



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Lee and Henry Bristol sue Space & Time for libel

On complaint of Henry and Lee Bristol of the Bristol-Myers Co., Hillside, N. J., who are suing David A. Munro of *Space & Time*, a mimeographed "confidential" letter, for libel, David A. Munro who puts out the letter spent eight days in the New York county jail for failure to post a bond. Trial is expected late in March.

Bellin's Wonderstoen Co. appoints J. J. Sharkey for west territory

Bellin's Wonderstoen Co., Inc., 1140 Broadway, New York, N. Y., has appointed J. J. Sharkey as its Pacific Coast representative. He will cover the states of New Mexico, Colorado, Wyoming, Montana, Arizona, Utah, Idaho, Washington, Oregon, Nevada, California and Texas. His showroom and headquarters are at 607 South Hill St., Los Angeles, Calif. The appointment of Mr. Sharkey as its representative in the western area will enable the company to service more completely its accounts in that territory.

Brilliant fashion colors for packaging predicted

New developments in box covering paper manufacturing have produced a new trend in introducing variety store merchandise, according to W. E. Madden who spoke at the recent "5 and 10" Packaging Show and Conference in New York, N. Y. He described a method of marketing one or two established ten-cent items together with one or more new items in a combination gift package selling at a special price. This is made possible because the development of new paper designs has cut the cost of expensive-looking boxes down to a price that makes it attractive at all times and not only during the holiday season. Brilliant fashion colors soon will be evident in merchandise packaging due to the Latin American influence, he said.

Soap does not replace oils of the skin; claims dropped

A complexion soap does not replace the oils of the skin or stimulate the oil glands of the skin, according to a stipulation of Paul M. Cooter, Chicago, Ill., with the FTC. He agreed to cease making such claims.

Hair pencils, leg pads and face lifters subject of stipulations

Hair pencils have no effect on the roots of the hair and no further claims to that effect will be made, according to a stipulation between Lillian M. Camp,

New York, N. Y., and the Federal Trade Commission. She also agreed to discontinue the claim that leg pads are approved by the American Medical Assn. or that the use of "face lifters" alters face shape or structure.

Must not use "Indian" to imply formula comes from Indian race

The word "Indian" has been dropped by Mrs. W. W. Hadley, Boston, Mass., as a trade name in a way to indicate that a depilatory preparation made by her was obtained from the Indian race, according to a stipulation with the FTC.

Milk massage creams work no differently from other creams

Pompeian milk massage cream does not work differently from ordinary cosmetic cleansing creams and the Pompeian Co., Baltimore, Md., will discontinue such claims, according to a stipulation with the FTC.

Pressure cap not a cure for falling or fading hair

A pressure cap provides no remedy for falling, fading or thinning hair, according to findings of the FTC and as a result the ReVigator Corp., Cleveland, Ohio, has been ordered to discontinue making such claims.

Primrose House modifies claims for Delv preparation

Primrose House, Inc., New York, N. Y., will cease representing that Delv contains an ingredient which acts on the skin as the natural fluids of the skin and that it serves the same purpose as such fluids, in accordance with an order of the FTC. The claims, it is understood, were made sometime ago and since largely abandoned.

Must not claim that lipsticks are permanent or end painted look

The George W. Luft Co., Long Island City, N. Y., has stipulated with the FTC to cease claiming that Tangee lipsticks or Tangee theatrical lipsticks contain no pigment or paint, that either is permanent, that the theatrical lipstick ends a painted look or was created at the request of America's most prominent actresses.

Olive oil content too small so cannot be used in name

A. Sartorius & Co., New York, N. Y., has been ordered by the FTC to discontinue the words "olive oil" as a part of its name "Plat-Num Olive Oil Compound Nail Polish Remover," or to represent that it contains any substantial

amount of olive oil. It was found that the olive oil content was so small as to be incapable of improving to any appreciable extent the condition of dry, brittle nails.

Use of olive oil in name and label prescribed by FTC

As a result of the order of the U. S. Circuit Court of Appeals directing that the Federal Trade Commission modify its order of April 6, 1939, directing Allen B. Wrisley Co. and its allied companies from representations as to the olive oil content of certain soap, the Commission has issued a new order.

Under the modified order, the Allen B. Wrisley Co. and its affiliates are directed to cease representing that a soap which does not contain olive oil to the exclusion of all other oils is an olive oil soap. They are also ordered to cease using the brand names or labels, "Olivilo, Royal Olive Oil Pure, Purito Olive Oil Castile, Olive-Skin Pure Toilet Soap or Del Gloria Castile Made with Pure Olive Oil" or similar brand names or labels containing the word "olive" or the letters "Oliv" to refer to soap the oil content of which is not wholly olive oil.

The order further provides the companies may use brand names containing the word "olive" or any derivative of it to describe a soap containing olive oil combined with other oils if the companies clearly designate that such soap is not made wholly of olive oil and if olive oil is present in an amount sufficient substantially to effect its detergent or other qualities. The prohibitions of the Commission's modified order do not apply to the trade names or labels "Palm and Olive Oil Soap," "Palm and Olive Soap" and "Oliv-Palm Complexion Soap."

Employees of Mary Dunhill, Inc., contribute blood transfusion unit

The entire staff of Mary Dunhill, Inc., has donated a fully equipped blood transfusion unit to Refugees of England, Inc. It was the first of its kind to be sent from the United States. It is a trailer which may be rushed to wherever needed so that blood transfusions may be performed on the spot.

Record DCAT banquet with 1900 executives at 316 tables

More than 1900 executives from all parts of the country made a new record for the DCAT banquet, March 13.

Photographs for "Glamour at the 5 and 10 Cent Store" in the February issue of *THE AMERICAN PERFUMER* were used through courtesy of *Chain Store Age*.

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Special speakers featured at five and ten packaging show

Talks on packaging, shipping, display and allied problems were featured at the "Five and Ten" packaging show in the Hotel Astor, New York, N. Y., March 12, 13 and 14. Speakers included H. M. Frazier, D. S. Hopping, Carl H. Lambelet, William E. Madden, Robert J. Barbour. An "ask the buyers" discussion was also a feature. Among those who participated in that was Harry Herman, toilet goods buyer of the H. L. Green Co.

Merck & Co. to build new plant and expand Rahway facilities

In order to supplement the manufacturing facilities of its chemical plants at Rahway, N. J., and Philadelphia, Pa., Merck & Co., Inc., has decided to construct a new manufacturing plant in the Stonewall district of the Shenandoah Valley of Virginia, about three miles south of Elkton. The 312-acre tract is located between the Shenandoah river and the Norfolk and Western railroad.

Initial plans include the construction of a power plant, a service building, a warehouse, machine shop and two manufacturing units for the production of vitamins and other chemicals, some of which are important to the defense program in relation to the medicinal and health requirements of the nation.

In accordance with its policy to provide production facilities in advance of the demand for new and important products, the company's plans also call for further expansion of its facilities at Rahway where two factory buildings now are under construction, in addition to the new analytical control building which is nearing completion. No reduction in personnel or operations at the Rahway plant is contemplated. The company now employs about 2200 men and women and it is expected that the new Stonewall plant will provide work for about 300 employees.

Industrial water standard of A. S. T. M. open for criticism

The American Society for Testing Materials, 260 S. Broad St., Philadelphia, Pa., at the suggestion of its committee D-19 on water for industrial uses, is distributing copies of a tentative standard first published this year covering the methods of reporting results of analysis of industrial waters. Extra copies of the method may be obtained from the society at 25 cents each. Before the society formally adopts specifications, tests or recommended practices, the recommendations are published for a year or more to develop constructive criticism

and comment. Anyone interested may comment on a proposed standard.

Nonalcoholic beverage industry analysis by F.T.C.

A report on "Beverage (nonalcoholic) Manufacturing Corporations" in the Federal Trade Commission's project for the collection of annual financial reports from a large number of industrial corporations operating in many of the principal industries of the United States, has been issued. The following data on it are given in a bulletin by John S. Hall of the N.M.S.W.F.:

The six corporations whose financial reports are combined, represent six of the more important concerns in this industry, from the standpoint of investment and value of goods sold. The classification of "Beverage (nonalcoholic)" as used refers to corporations that are engaged primarily in the manufacture and sale of carbonated beverages, including those made by combining purchased syrups with carbonated water, but does not include fruit and vegetable juices. The data are shown in combined form and in a manner that does not identify the results of any individual corporation.

The six corporations reported consolidated sales for the year 1939 aggregating \$131,197,584, or slightly more than 47.0 per cent of the total value of products reported by the Bureau of the Census for 1937. Of the total sales, \$113,376,077, or 86.4 per cent, represented domestic sales, and \$17,821,507, or 13.6 per cent, represented foreign sales.

The combined net income, before deduction of interest on long-term borrowings and income taxes, on the average total capital of \$104,455,232, employed by the corporations in 1939, was \$48,592,268, or a return of 46.5 per cent. Three of the six corporations had rates of return higher than the average. Their rates were 49.0 per cent, 58.2 per cent, and 76.9 per cent. Of the remaining three corporations, two had profits of 15.8 per cent and 24.7 per cent, while the other corporation had a loss of 3.6 per cent.

The net income in 1939 on the average corporate net worth investment, or stockholders' equity, after provisions for income taxes, amounted to \$39,587,929, and this was a return of 38.0 per cent on the stockholders' investment. The range in rates of return for individual corporations on this base was from a loss of 3.6 per cent to a profit of 64.6 per cent.

The corporations realized a net income, after provisions for the payment of income taxes, amounting to \$39,587,929, for 1939. The combined cash dividends paid, or accrued, on preferred

shares, amounted to \$1,885,197, and on the common shares, \$25,261,584.

The 1939 operating ratios of the six corporations show that the total cost of goods sold (exclusive of taxes, social security and pension fund payments, selling expenses, administrative and general office expenses, etc.) represented 35.6 per cent of the total sales. Of the total cost of goods sold, raw materials represented 25.5 per cent of sales; production wages and salaries, 2.9 per cent; other cost and expenses (not listed under "Expenses"), 3.3 per cent; depreciation and obsolescence applying to production facilities, 1.2 per cent, and finished goods purchased for resale, 2.7 per cent. The gross margin was 64.4 per cent on each dollar of sales revenue.

The total of items listed as expenses represented 28.0 per cent of the total sales. Of the total expenses, selling expenses represented 10.3 per cent of the sales; advertising, 9.8 per cent; administrative and general office expenses, 5.6 per cent; all taxes (except income taxes and social security payments), 1.8 per cent; all social security and pension fund payments, 0.4 per cent (ratio here is to sales dollar and not payrolls); and research and development expense, 0.1 per cent. After deduction of the items listed as expenses and provision for uncollectible accounts of 0.04 per cent from the gross margin on sales and other operating revenue, there remained a net profit from manufacturing and trading of 36.4 cents from every dollar of sales.

The total combined inventories of the six corporations amounted to \$22,582,179 at the beginning of 1939, as compared with \$23,497,185 at the end of 1939, or an increase of approximately 4.1 per cent.

Beauty shops increased 35%, barber shops decreased 2%

Some interesting light is thrown on the size of service industries such as beauty shops and barber shops by the preliminary survey of service establishments just released by the Census Bureau, Department of Commerce. The figures given are for 1939.

There are 117,996 barber shops in the United States or 3151 less than in 1935. The receipts were \$230,985,000. There were 83,071 beauty parlors which did a business of \$251,670,000. The number of beauty shops increased 22,716 since 1935.

In 1939 there were 4199 beauty and barber shops combined which did a business of \$18,618,000. The number of these shops declined by 103 since 1935.

Beauty shops increased 35.4 per cent; barber shops declined 2.6 per cent.

Tombarel

AN AMERICAN PERFUME LABORATORY

with a background of over 100 years in the production of perfume materials.

Oranger Synthetic 120
Neroli C

Oranger Fleur 105
Neroli Fleur T

In view of the current severe scarcity of natural oils from France, may we recommend these proven synthetic reproductions which can be used with full confidence in their stability and trueness of character. *Samples on request.*



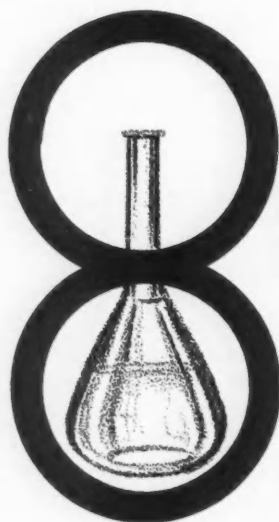
Under present circumstances it is particularly fortunate that this laboratory, fully equipped and working parallel to the Tom-

barel Laboratories in Grasse, France, can now assume the responsibility for service to our American Customers.

TOMBAREL PRODUCTS CORPORATION

9 East 19th Street, New York, N. Y.

L. J. Zollinger, President



Reasons Why **PLYMOUTH** **ZINC STEARATE U. S. P.** IS BEST FOR DRUGS AND COSMETICS

1. Backed by the longest commercial Stearate manufacturing experience in America . . . M. W. Parsons offer you this new product as the finest Zinc Stearate that can be made.
2. Years of research have made possible a particularly white product
3. Special production methods . . . developed over more than a quarter of a century . . . have made it ODORLESS
4. It will not develop offensive odors even if kept for a long period.

5. It enables your face powder to retain the same odor that you give it.
6. A smooth, light, fluffy texture has been finally and definitely achieved.
7. Tested independently it shows the following results: ARSENIC (Gutzeit and Spectrographic Test) . . . Not Found. LEAD (Spectrographic Determination) . . . 1.7 parts per million.
8. The reputation and record of M. W. Parsons assure you of Uniformity in all shipments.

We also manufacture a superlative grade of **PLYMOUTH MAGNESIUM STEARATE**

M. W. PARSONS

Imports

59 BEEKMAN STREET

NEW YORK, N. Y., U. S. A. and **PLYMOUTH ORGANIC LABORATORIES, Inc.**

Telephone. BEEKMAN 3-3162—3163—3164

Cable Address. PARSONOILS, NEW YORK

A complete line of Cosmetic Raw Materials

Lanham trade-mark bill to simplify protection reintroduced

The Lanham trade-mark bill has been reintroduced in Congress and it is expected that it will be passed at this session. The bill simplifies the procedure for obtaining and protecting trade-marks.

Small lots of imports of natural raw materials

Small lots of otto of rose from Bulgaria, geranium, orange and other natural raw materials from remote corners of the world have been arriving in the United States in the past two months. The total imports, however, have been in negligible quantities.

Stricter penalties for violations of New York fair trade act

All price maintenance contracts will have to be filed with the Secretary of State and violations of the law will be treated as misdemeanors, according to proposed amendments to the Feld-Crawford Act of New York now under consideration. Strict regulation of forced sales is provided for.

Export control office opened in New York, N. Y.

Information regarding the export control act may be obtained from the New York, N. Y., office which has been opened in the Federal Office building by Lt. Karl E. Hintz. Applications for export licenses must, however, be made direct to Washington, D. C.

Artfield Creations to offer individualized toiletries

Artfield Creations, Inc., is the name of the new firm organized last month to manufacture and sell individualized novelty toiletries at one dollar. It is located at 12 West 32nd St., New York.

The officers are: Walter Hershfield, president; Arthur Baum, secretary and treasurer; and Sam Hershfield, sales director.

Walter Hershfield has designed toiletry items and traveled extensively for various firms during the past 18 years. His most recent effort was on behalf of Yesteryear perfume and previously he had been associated with V. Vivaudou and McKesson & Robbins.

Mr. Baum until recently was the president of Dermay Perfumers, Inc. Sam Hershfield has been engaged in selling toiletries nationally for 15 years.

Currently the company is introducing two new items, Forward March perfume in a patriotic package and Baby

Grand perfume which is offered in a replica of a baby grand piano.

Obituaries

James R. Eller

James R. Eller, who was in charge of the Cincinnati, Ohio, office of Fritzsche Brothers, Inc., died suddenly at his home in Cincinnati, February 14.

Born in Athens, Ohio, April 5, 1892, Mr. Eller moved to Columbus in 1895 and was educated in the Columbus schools. His first position was with the Pennsylvania railroad with which he continued until joining the sales organization of Fritzsche Brothers on May 1, 1925. He worked for the firm's Columbus office until April 1, 1939, when he was placed in charge of the newly opened Cincinnati branch.

Mr. Eller was a member of the Magnolia Lodge, F. and A. M., and the Indianola Presbyterian church of Columbus, and of the Hyde Park country club of Cincinnati.

Members of the family who survive are his widow, Mrs. Lulu I. Eller; a son, Walter M.; a grandson, William Reed Eller; his mother, Mrs. R. K. Dutcher of Columbus; and a brother, Ralph.

Mr. Eller's passing is a distinct personal loss to everyone who knew him and especially to his company associates.

Trade Jottings

Barbara Gould, Inc., calls its spring make-up May Apple. It is designed for wear with a variety of colors, the tint being a combination of blue and sultry red. May Apple includes face powder, lipstick, cream and dry rouge, and nail polish. The same firm has a special offer on its hand lotion through March 29. One regular size and one purse size bottle are being sold at the price of the regular size which is 50 cents.

Houbigant, Inc., introduced its new Translucid make-up February 13 at a press showing at the Hotel Waldorf-Astoria, New York, N. Y. Pierre Harang, general sales manager described the development of the Translucid (glowing through) line on which the firm has been working for two years. Its creation, he said, was in response to the demand of women for natural looking, inconspicuous make-up. A feature of the showing was the presentation, in an art gallery setting, of six models, each of a different type and coloring and wearing the particular shade of make-up suited to her. The line includes a foundation lotion in four shades; a face powder in seven tones, sheer-sifted to permit a light application; lipstick and dry rouge in six

matching shades. The advertising campaign for Translucid will include consumer and trade magazines and co-operative newspaper promotion. Counter displays, an introductory kit and a purse-size folder for direct mailing are other promotional activities.

Mary Chess is promoting her violet perfume for spring. The violet odor is also available in toilet water, sachet and scented lacquer.

Kathleen Mary Quinlan introduces a new eyeshadow which it is suggested may be used also on the eye lashes when mascara is not being worn. It comes in three shades, blue, green and orchid, in a crystallite case.

Richard Hudnut is promoting its DuBarry rose cream mask during the month of March, offering the regular dollar and a half size for a dollar as a special get-acquainted inducement.

Dorothy Gray adds a Nosegay make-up to her perfume, cologne and bath items in that odor. The rosy-red make-up includes lipstick in either the new Magnum or regular size, cream rouge and compact rouge, nail polish.

Henri Bendel has two new lipsticks, named Check and Double-Check. Check is for day-time wear and Double-Check for evening.

Yardley & Co. is featuring two special size packages. One is the well known Old English lavender soap in guest room size, three tablets boxed together; the other is a travel size box of assorted bath salt tablets, the fragrances including lavender, freesia, verbena, April violets and red roses.

Shulton, Inc., presents two combination packages containing toilet water with matching atomizer as an Easter promotion. Early American Old Spice toilet water in a Stiegel type bottle is combined with a red atomizer; Early American Friendship's Garden has a pink bulb.

Primrose House launches Matador make-up. It is a clear red, designed for wear with the vivid colors which take their inspiration from Mexico and South America. Matador comes in lipstick, dry or cream rouge.

Elizabeth Arden suggests make-ups to wear with the new Color Affiliates spring and resort shades inspired by Latin-American colors. The new shades are Brazilian Beige, Trinidad Tan, Argentine Navy, Chile Sauce Red, Peruvian Pink, Bogota Blue and Lima Lemon.

Roger & Gallet's new soap package includes four cakes, offered in four odors, Santal, Carnation, Green Almonds and Pink Roses.

Picture of an Efficiency Expert

Yes, it's our patented, **UNBREAKABLE** Interchangeable Screw Stopper with three unique features that mean sales and repeat sales.

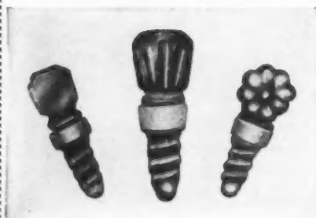


1. **BAND OF RUBBER** assures a "cushion fit", preventing leakage and evaporation.

2. **SCREW THREADS** provide a tight fit. Can easily be screwed in or out.

3. **ELONGATED STOPPER TIP**, rounded smooth, provides an applicator and eliminates the usual long rod.

Available in a variety of colors. Time and time again, they have been found far superior to Ground In Glass Stoppers.



Above are three attractive stoppers with attractive design. They add immensely to the eye-appeal of any type vial or bottle.



Covered by
U. S. Patent
(Design and
Mechanical)



Miniature bottles with fine metal filigree decoration or gold or silver plating may be the answer to your merchandising problem. The metal plating is completely alcohol-proof.

We can also supply bottles in the same shapes as our miniatures in sizes up to 1/2 oz. Clear glass, and gold or silver plate.

Samples, complete with stoppers, will be sent upon request. There is no obligation, so send for them today.

Glass Industries, Inc.
10 West 33rd St., New York, N. Y.

SHERWOOD...

**... Known for
PLUS Values in**

**WHITE OILS
and
PETROLATUMS**

For Details
Write AP-3

THE REFINERY OF CONTROLLED SPECIALIZATION
SHERWOOD
PETROLEUM COMPANY, INC.
ENGLEWOOD, NEW JERSEY REFINERY: WARREN, PA.

*Certified
Cosmetic Colors*

— For —

**Lipsticks • Face Powders
Rouges • Compacts
Lip Pomades • Nail Polishes**

Also
**Cosmetic Inorganic Pigments
Cosmetic Titanium Dioxide**

"Our tests make them best"

Let our modern scientific laboratories assist
in your color problems.

Samples cheerfully submitted.

Ansbacher-Siegle
CORPORATION

Manufacturers of Fine Chemical Pigment Colors
General Offices, Works, and Laboratories
ROSEBANK, STATEN ISLAND, NEW YORK, N. Y.
Boston, Chicago, Los Angeles, Cleveland, Detroit, San Francisco,
Richmond, Toronto, Can.



Essential Oil Prices Firmer

FIRM conditions surrounded the raw materials market over the past month. The trend of prices continued upward. Leading the advance was tartaric acid, with gains also being registered in peppermint and California orange oils, and menthol.

The advance in California orange oil was the first change since June 1940. Demand influenced by shortages of imported material resulted in a decidedly firmer tone. Fears that the upward trend in orange eventually would affect lemon, because of similar conditions surrounding the market, stimulated a decidedly broader demand for the latter. Buyers were contracting several months ahead, and according to reports a substantial volume of forward business was placed.

The sharp advance in tartaric acid was the second within a short period, establishing the market at the highest level since the World War.

The new unrest that developed in the Far East resulted in a decidedly firmer tone in Indian and East Indian oils. For a time local houses were reluctant to sell patchouli, Java vetiver, and Java citronella.

Peppermint Oil Easier

After displaying considerable strength during the early part of February, peppermint oil turned easier on reports to the effect that a substantial quantity of Russian oil was nearby. Major export outlets for peppermint remain closed by the war, and the situation generally is a very sensitive one. Russia now is cultivating patchouli, tuberose, lemon,

eucalyptus and Parmesan violet for essential oil production. This is in addition to older Russian production of rose, lavender, coriander, geranium, mint and anise oils. According to official reports, there are now 180,000 hectares of planting, and twenty-four special factories process goods to a value of about 160,000,000 rubles a year.

French Floral Situation

The French floral oil situation continued highly clouded. Refusal of the British to permit goods to pass the blockade remained a factor although it is understood that the crops of neroli, jasmine and tuberose have suffered considerably by fall rains and a cold winter. Based on reports in the trade, at least two boats loaded with French products left Marseilles for Martinique. Their arrival here has been expected for the past week or more. Whether such a service continues is questionable.

Italian Products Scarce

The situation regarding Italian products has been growing steadily worse. Local houses seem to have given up all hopes of getting replacements. Natural bergamot oil is very scarce after the steady drain on available supplies for nearly a year. Synthetic material has become quite prominent among perfumers, and only a few buyers seem willing to pay fancy prices for the limited quantities of Italian oil. Orris also is being replaced by synthetic material. Limited quantities of Italian lemon and orange oils are available

still on spot, but it is only a question of time until these are gone.

A good tone prevailed in aromatic chemicals under the influence of a steady demand. A combination of increased industrial activity incident to the defense program, wider employment and larger national income lifted chemical sales. Makers indicate that when records are completed for February, total volume for that period is likely to show an improvement over January. Eugenol, isoeugenol, and linalool were among the articles displaying considerable strength because of the critical conditions of raw material markets.

Synthetic Menthol Advances

Menthol was strong. Makers of synthetic material were forced to advance prices for the second time this year because of labor and mounting raw material costs. Chinese manufacturers have been successful in selling their product in this market in competition with the Japanese, and have been able gradually to raise their price close to a level with Japanese manufacturers.

The glycerine market is in a comfortable position so far as stocks are concerned, due to the continued high rate of activity in the soap trade. Prices today are the same as those which were in force in September 1938. Contrary to the belief of many that glycerine is a munition of war, the market has remained normal. Producers point out that there is no indication of an immediate change.

Sellers of coconut oil were forced to withdraw offers toward the close of last month as a protection against shipping uncertainties. Importers explained that they were reluctant to offer material until assured that stocks could be replaced.

B-W LANOLIN U.S.P.

EVENTUALLY—For better creams, with economy

B-W Lanolin the superior quality, puts into your cream that which gives the skin that smooth soft velvety feeling.

B-W Lanolin will never cause your cream to darken, is best by test and contains over 15% free and combined Cholesterol.

No other base used in your cream, equals the merits of B-W Lanolin.

B-W Cetyl Alcohol (Technical) Made in U.S.A.

BOPF-WHITTAM CORPORATION

Executive Office
Laboratory and Factory
LINDEN, N. J.

America's Original Lanolin Producer
ESTABLISHED 1914

Sales Office
509 Fifth Ave.
NEW YORK, N. Y.

ESSENTIAL OILS  **AROMATIC CHEMICALS**

P.R. DREYER INC.

119 WEST 19TH STREET
NEW YORK, N. Y.

Perfume for SUN TAN PREPARATIONS

in Creams use

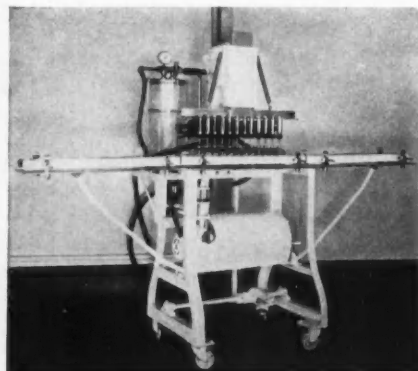
SUMMIER #5232 \$6.20 lb.
SUN BLEND #2502 \$4.00 lb.

in Liquids, Oils & Lotions use

SUN BOUQUET #4655 . . . \$6.00 lb.
BOUQUET "LE" #5930 . . . \$2.75 lb.

Special types prepared on application
Write for Catalogue B "Perfume Specialties"

FLOWER OILS • PERFUME SPECIALTIES



*read
why
USERS
LIKE
THIS
BOTTLE
FILLER*

The ERTEL "EMSA" Vacuum Bottle Filler is used by leading companies to fill perfume, nail polish and similar bottles **FASTER** and **CHEAPER**.

Here are the five reasons why they say the ERTEL "EMSA" "has what it takes":

1. It fills 8, 10 or 12 bottles at a time. Foot pedal connects spouts and bottles.
2. Flexible-spouts are lowered and raised to coincide with size of bottles.
3. Bottles are filled at rate of 3 to 3½ gallons per minute by automatically oiled pump.
4. Conveyor arms fold up when not in use—saving floor space.
5. All parts coming in contact with liquid can be furnished in metal suitable for your products.

Send for complete data. There's no obligation.
NEW YORK SHOW ROOM, 40 WEST 48th STREET

ERTEL ENGINEERING CORP.

Manufacturers and Designers of Liquid Handling Equipment
DEPT. F.—44 MILL STREET, KINGSTON, N. Y.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit, per lb.	\$3.25@ \$3.50
S. P. A.	3.00@ 3.25
Sweet True	1.25@ 1.30
Apricot Kernel	.55 Nom'l
Amber rectified	1.25@ 1.35
Angelica root	125.00 Nom'l
Anise, U. S. P.	.90@ 1.00
Aspic (spike) Span.	1.85@ 2.50
Bay	1.25@ 1.35
Bergamot	15.00 Nom'l
Artificial	3.25@ 6.00
Birch, sweet	1.55@ 2.75
Birchtar, crude	.48@ .50
Birchtar, rectified	1.25@ 1.35
Bois de Rose	2.10@ 2.50
Cade, U. S. P.	.45@ .50
Cajeput	.85 Nom'l
Calamus	10.00 Nom'l
Camphor "white"	.40@ .45
Cananga, Java native	2.75@ 3.00
Rectified	3.25@ 3.80
Caraway	7.25 Nom'l
Cardamon, Ceylon	16.00@ 20.00
Cassia rectified, U. S. P.	1.90@ 2.10
Cedar leaf	1.00@ 1.25
Cedar wood	.26@ .40
Celery	18.00@ 22.00
Chamomile (oz.)	7.00@ 8.50
Cinnamon	8.00@ 16.25
Citronella, Ceylon	.40@ .42
Java	.38@ .39
Cloves, Zanzibar	1.20@ 1.40
Copaiba	.55@ .70
Coriander	16.50@ 20.00
Imitation	5.50@ 6.75
Croton	3.00@ 3.75
Cubebs	3.10@ 3.50
Cumin	7.75@ 8.25
Dillseed	5.50 Nom'l
Erigeron	2.20@ 2.75
Eucalyptus	.67@ .81
Fennel, Sweet	2.25@ 2.55
Geranium, Rose, Algerian	15.25@ 18.00
Bourbon	15.00@ 18.00
Turkish	3.25@ 3.80
Ginger	4.50@ 5.75
Guaiac (Wood)	3.75@ 4.00
Hemlock	1.00@ 1.25
Juniper Berries	9.50 Nom'l
Juniper Wood	.65@ .75
Laurel	5.00 Nom'l
Lavandin	4.50 Nom'l
Lavender, French	7.75 Nom'l
Lemon, Italian	5.50@ 6.00
Calif.	3.25@
Lemongrass	.85@ 1.00
Limes, distilled	5.25@ 6.00
Express	9.00@ 10.00
Linaloe	2.50@ 3.00
Lavage	85.00@ 95.00
Marjoram	6.00@ 17.00
Neroli, Bigrade, P.	335.00@360.00
Petale, extra	375.00@400.00
Olibanum	5.25@ 5.75
Opopanax	12.00 Nom'l
Orange, bitter	4.50@ 4.80
Sweet, W. Indian	2.50@ 2.80
Italian	8.00 Nom'l
Calif. exp.	2.25@
Orris root, con. (oz.)	12.50 Nom'l
Orris root, abs. (oz.)	85.00 Nom'l
Orris liquid	25.00@ 30.00
Pennyroyal Amer.	2.65@ 3.00
European	2.75@ 3.00
Peppermint, natural	3.65@ 3.90
Redistilled	4.10@ 4.30
Petitgrain	1.45@ 2.00
Pimento	3.00@ 4.75
Pinus Sylvestris	2.50@ 3.00
Pumillonis	3.75@ 4.00

Rose, Bulgaria (oz.)	16.00@ 22.00
Rosemary, French	2.00 Nom'l
Spanish	.70@ .85
Sage	4.00 Nom'l
Sage, Clary	40.00 Nom'l
Sandalwood, East India	5.50@ 6.00
Australia	5.80@ 6.00
Sassafras, natural	1.15@ 1.30
Artificial	.75@ .80
Snake root	7.00@ 7.50
Spearmint	2.75@ 3.00
Thyme, red	1.50@ 2.00
White	1.75@ 2.25
Valerian	25.00 Nom'l
Vetivert, Bourbon	10.00 Nom'l
Java	5.50@ 7.75
Wintergreen	3.70@ 8.00
Wormseed	2.75@ 3.05
Ylang Ylang, Manila	24.00 Nom'l
Bourbon	10.00 Nom'l

TERPENELESS OILS

Bay	2.25@ 3.00
Bergamot	20.00 Nom'l
Clove	3.00@ 4.75
Coriander	45.00@ 50.00
Geranium	12.50 Nom'l
Graefruit	60.00@ 65.00
Sesquiterpeneless	85.00@
Lavender	14.50@ 18.00
Lemon	18.00@ 23.00
Lime, ex.	65.00@ 67.00
Orange, sweet	100.00@120.00
Bitter	98.00@115.00
Petitgrain	2.65@ 3.75
Rosemary	6.00@ 6.50
Sage, Clary	90.00@
Vetivert, Java	35.00 Nom'l
Ylang Ylang	30.00 Nom'l

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.50@ 2.00
Acetophenone	1.35@ 2.00
Alcohol C 8	8.50@ 10.00
C 9	22.00@ 35.00
C 10	12.00@ 16.00
C 11	17.50@ 19.00
C 12	7.45@ 15.00
Aldehyde C 8	22.50@ 28.00
C 9	23.00@ 30.00
C 10	29.00@ 35.00
C 11	21.25@ 23.50
C 12	23.00@ 28.00
C 14 (so-called)	10.00@
C 16 (so-called)	8.25@ 12.00
Amyl Acetate	.50@ .75
Amyl Butyrate	.90@ 1.10
Amyl Cinnamate	4.50@ 5.80
Amyl Cinnamate Aldehyde	2.00@ 3.50
Amyl Formate	1.00@ 1.75
Amyl Phenyl Acetate	3.00@ 5.55
Amyl Salicylate	.75@ .90
Amyl Valerate	1.65@ 2.00
Anethol	1.05@ 1.30
Anisic Aldehyde	2.80@ 3.20
Benzophenone	.90@ 1.30
Benzyl Acetate	.85@ 1.25
Benzyl Alcohol	.70@ 1.00
Benzyl Benzoate	.85@ 1.75
Benzyl Butyrate	4.00@ 6.00
Benzyl Cinnamate	5.25@ 6.50
Benzyl Formate	3.50@ 3.60
Benzyl Iso-eugenol	11.00@ 12.50
Benzylidenacetone	2.00@ 3.10
Borneol	2.00 Nom'l
Bornyl Acetate	1.75 Nom'l
Bromstyrol	3.75@ 4.25
Butyl Acetate	.081/2@.141/2
Butyl Propionate	2.00@
Butyric aldehyde	12.00@
Cinnamic Acid	3.75@ 4.50

Cinnamic Alcohol	3.00@ 3.85
Cinnamic Aldehyde	1.00@ 1.25
Cinnamyl Acetate	7.50@ 11.00
Cinnamyl Butyrate	12.00@ 14.00
Cinnamyl Formate	13.00@
Citral C. P.	2.00@ 2.80
Citronellal	1.25@ 1.65
Citronellol	1.90@ 2.30
Citronellyl Acetate	4.25@ 5.50
Coumarin	2.75@ 3.00
Cuminic Aldehyde	27.00@ 48.00
Diethylphthalate	.24@ .33
Dimethyl Anthranilate	5.75@ 8.00
Ethyl Acetate	.25@ .50
Ethyl Anthranilate	5.75@ 7.50
Ethyl Benzoate	.85@ 1.25
Ethyl Butyrate	.80@ 1.25
Ethyl Cinnamate	3.25@ 3.80
Ethyl Formate	.75@ 1.25
Ethyl Propionate	1.00@ 2.10
Ethyl Salicylate	1.15@ 2.50
Ethyl Vanillin	6.00@ 6.50
Eucalyptol	.90@ .95
Eugenol	1.80@ 2.10
Geraniol, dom.	1.15@ 3.50
Geranyl Acetate	1.65@ 2.25
Geranyl Butyrate	6.00@ 8.00
Geranyl Formate	3.50@ 6.00
Heliotropin, dom.	3.40@ 3.75
Hydrotropic Aldehyde	25.00@ 27.50
Hydroxycitronellal	2.25@ 6.00
Indol, C. P. (oz.)	30.00@ 33.00
Iso-borneol	2.00 Nom'l
Iso-butyl Acetate	2.00@ 2.65
Iso-butyl Benzoate	1.85@ 2.70
Iso-butyl Salicylate	2.75@ 5.50
Iso-eugenol	2.65@ 4.50
Iso-safrol	2.00@
Linalool	3.10@ 4.75
Linalyl Acetate 90%	3.50@ 7.00
Linalyl Anthranilate	15.00@
Linalyl Benzoate	10.50@
Linalyl Formate	9.00@ 12.00
Menthol, Japan	4.00@ 4.15
Chinese	4.00@ 4.10
Synthetic	4.00@ 4.10
Methyl Acetophenone	1.31@ 2.00
Methyl Anthranilate	2.20@ 3.25
Methyl Benzoate	.75@ 1.75
Methyl Cellulose, f.o.b. ship-	
ping point	.47@ .60
Methyl Cinnamate	2.65@ 3.00
Methyl Eugenol	3.50@ 6.75
Methyl Heptenone	2.50@ 4.50
Methyl Heptene Carbonate	35.00 Nom'l
Methyl Iso-eugenol	6.25@ 11.50
Methyl Octene Carbonate	26.00@ 32.00
Methyl Paracresol	2.25@ 5.00
Methyl Phenylacetate	2.00@ 3.50
Methyl Salicylate	.35@ .40
Musk Ambrette	3.60@ 4.00
Ketone	3.75@ 4.10
Xylene	1.10@ 1.40
Nerolin (ethyl ester)	1.35@ 1.80
Nonyl Acetate	.40@ .45
Octyl Acetate	.30@ .35
Paracresol Acetate	2.50@ 5.00
Paracresol Methyl Ether	2.50@ 3.50
Paracresol Phenyl-acetate	5.00@ 8.50
Phenylacetaldehyde 50%	2.30@ 4.00
100%	3.85@ 7.00
Phenylacetic Acid	2.00@ 3.75
Phenylethyl Acetate	2.45@ 5.00
Phenylethyl Alcohol	2.30@ 3.10
Phenylethyl Anthranilate	16.00@
Phenylethyl Butyrate	3.00@ 10.00
Phenylethyl Propionate	5.50@ 7.00
Phenyl Formate	12.50@ 18.00
Phenyl Valerianate	16.00@
Phenylpropyl Acet.	7.90@ 11.00

[Continued on p. 83]

amyl butyrate
ethyl butyrate
butyric acid

amyl valerate
ethyl valerate
iso-valeric acid



You will find these NORTHWESTERN products
especially desirable both as to odor and taste

THE NORTHWESTERN CHEMICAL COMPANY

THE LARGEST MAKERS OF BUTYRIC ETHER IN THE WORLD

WAUWATOSA, WISCONSIN
INCORPORATED 1882

MAKE YOUR SUMMER SELLING

Pay More Profits

with these two fine
fast-moving items

1 WONDERFUL, NEW MOSQUITO REPELLER

At last—a mosquito repeller that gives absolute protection! Has a pleasant odor—Safe to use—will not stain or injure clothes. It can be applied directly to the skin or over stockings. This is the mosquito repeller that your customers have been waiting for—it will sell like wildfire and bring you extra profits.

2 NEW SUN-TAN LOTION

A real money-maker that has a huge demand at the first beam of the summer sun. A New Sun-tan Lotion that allows tanning without the discomfort of burning. It is very easy to apply—not messy or greasy—and has the pleasant odor that women like. Feature this item to your customers and you'll bring yourself BIG profits!

WRITE TODAY FOR FREE SAMPLES

SOLO LABORATORIES
3450 W. Lake St.

Dept. 302
Chicago, Ill.

Without obligation, please rush at once FREE SAMPLE and complete details of your new Mosquito Repeller ☐ and/or your new Sun-tan Lotion. ☐

Name of Establishment

Address

City State

My Name

UNUSUAL OPPORTUNITY



Have you had sales experience in the essential oil or related fields, combined with a pharmaceutical or chemical education and the ability to write good sales letters? There is unlimited possibility for a young man with these qualifications who wants to make a lifetime connection with an old established and growing concern. In replying please give those details which in your opinion will better enable us to judge your qualifications for this position.

Box No. 2380

THE AMERICAN PERFUMER
9 East 38th St., New York, N. Y.

(Continued from p. 81)

Phenylpropyl Alcohol	3.75@	6.30
Phenylpropyl Aldehyde	7.75@	10.25
Rhodinol	25.00@	30.00
Safrol	1.00@	1.10
Santalyl Acetate	20.00@	22.50
Skatol C. P. (oz.)	5.50@	8.00
Styralyl Acetate	5.00@	8.50
Styralyl Alcohol	10.00@	14.00
Terpineol, C. P.	.28@	.40
Terpinyl Acetate	.80@	1.20
Thymene	.45@	
Thymol	1.45@	1.70
Vanillin (clove oil)	2.60@	2.75
(guaiacol)	2.50@	2.65
Lignin	2.50@	2.65
Vetivert Acetate	25.00	Nom'l
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Angostura	2.40@	2.65
Tonka Beans, Surinam	.80@	.85
Vanilla Beans		
Mexican, whole	9.50@	10.00
Mexican, cut	8.50@	9.50
Bourbon, whole	10.50	Nom'l
South American	9.00@	9.25
Tahiti	6.00@	6.85

SUNDRIES AND DRUGS

Acetone	.07 1/2@	.08
Almond meal	.25@	.27
Almbergis, ounce	12.00@	20.00
Balsam, Copaiba	.28@	.30
Peru	.73@	.78
Beeswax, bleached, pure		
U.S.P.	.40@	.42
Yellow, refined	.36@	.37
Bismuth sub-nitrate	1.48@	1.50

Borax, crystals, carlot, ton	48.00@	58.00
Boric acid, ton	125.00@	140.00
Calamine	.18@	.20
Calcium, phosphate	.08@	.08 3/4
Phosphate, tri-basic	.09@	.10
Camphor	.85@	.87
Domestic	.62@	.75
Castoreum	14.00@	26.00
Cetyl Alcohol	.95@	1.75
Pure	1.75@	2.15
Chalk, precip.	.03 1/2@	.06 1/2
Cherry laurel water, din.	4.75@	5.25
Citric Acid	.21@	.21 1/2
Civet, ounce	19.50@	21.00
Clay, Colloidal	.07@	.15
Cocoa butter lump	.15@	.25
Cyclohexanol (Hexalin)	.30@	.50
Fuller's Earth, ton	15.00@	33.00
Glycerine, C. P. drums	.12 1/2@	.15 1/4
Gum Arabic, white	.34@	.38
Amber	.13@	.15
Gum Benzoin, Siam	2.00@	2.25
Sumatra	.20@	.24
Gum galbanum	1.25@	1.50
Gum myrrh	.65@	.70
Henna powd.	.33@	.38
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.25@	.30
Anhydrous	.27@	.30
Magnesium, Carbonate	.09@	.10 3/4
Stearate	.24@	.27
Musk, ounce	35.50@	40.00
Olibanum, tears	.30@	.35
Siftings	.09@	.13
Orange flower water, carboy	5.00@	
Orris root, powd.	1.40@	Nom'l
Paraffin	.06 1/4@	.09
Peroxide	1.10@	1.75
Petrolatum, white	.06 1/4@	.08 1/2
Quince seed	1.50@	2.00
Rich starch	.08@	.09 1/2
Rose leaves, red	3.00@	3.50

Rose water, din.	4.75@	5.00
Rosin, M. per cwt.	2.66@	
Salicylic acid	.35@	.40
Saponin	3.00@	3.25
Silicate, 40°, drums, works,		
100 pounds	.80@	1.20
Soap, neutral white	.20@	.25
Sodium, Carb.		
58% light, 100 pounds	1.35@	2.35
Hydroxide, 76% solid, 100		
pounds	2.60@	3.75
Spermaceti	.23@	.25
Stearate zinc	.24@	.26
Styrax	1.15@	1.20
Tartaric acid	.58@	.58 1/2
Tragacanth, No. 1	3.25@	3.50
Triethanolamine	.34 1/2@	.42
Violet flowers	1.75@	2.00
Zinc Oxide, U. S. P. bbls.	.09 3/4@	.15

OILS AND FATS

Castor No. 1, tanks	.09 1/2@	
Cocoonut, Manila Grade,		
tanks	.03 3/4@	
Cocoonut Oil, tanks	.07 1/4	Nom'l
Corn, crude, Midwest mill,		
tanks	.06 3/4	Nom'l
Corn Oil, distilled, bbls.	.09 1/2	Nom'l
Cotton, crude, Southeast,		
tanks	.05 1/2	
Grease, white	.05	Nom'l
Lard	.06 1/2@	.08 3/4
Lard oil, common, No. 1 bbls.	.08 1/4@	
Palm, kernel, bulk, ship	Nominal	
Palm, Niger, drums	.04 1/2	Nom'l
Peanut, refined, barrels	.08 1/2	Nom'l
Red Oil, distilled, tanks	.06 3/4@	
Stearic acid		
Triple pressed	.12 3/4@	.13 3/4
Saponified	.13@	.14
Tallow, acidless, barrels	.08 1/4@	
Tallow, N. Y. C. extra	.05@	
Whale oil, refined	.09 1/8@	

Pharma-Craft Corp. to make strong bid for deodorant market

Pharma-Craft Corp., Louisville, Ky., plans to make a strong drive for the rich deodorant market beginning this month when the largest advertising campaign in the history of the company will be launched on behalf of Fresh, its deodorant.

How Plough, Inc., helps dealers educate consumers about ingredients

A departure in trade paper advertising—dramatization of the ingredients of Plough, Inc., products—has been inaugurated by the Memphis, Tenn., firm to give its trade advertising even more impetus.

Each of the numerous products of the Plough line is analyzed in the series of advertisements and specific functions discussed with the reader.

Penetro, a salve, is the subject of the first ad. All the ingredients of this salve are depicted in a group around a conference table. Taking part in the discussion are the component parts of the products with ethyl salicylate as the chairman. Vivid cartooning shows the ingredients explaining their reason for being included. Dialogue brings out the fact that mutton suet, for example, being an animal fat oil, prepares the

skin for reception of the other ingredients. This dramatization dovetails with the listing of the ingredients on the label.

FDA seizes skin cream and fruit flavoring syrups

During December, the Food and Drug Administration seized 363 jars of skin cream bearing false and misleading statements. It also seized 65 gallons of fruit flavoring syrups containing artificial color and flavor and having little or no fruit juice content.

Big increase in number of family units shown by latest census figures

While the population has grown approximately 7 per cent in the past decade, the number of family units has grown 16.3 per cent, or over twice as fast, as the population census figures disclose. The number of family units now is computed to be 35,200,000 which is substantially larger than the 30,000,000 family total frequently used in calculating saturation points on household products. Flavoring extracts and soaps particularly depend for sales expansion primarily on the number of families rather than on the number of individuals. Hence the market for both is vaster than previously supposed.

Special central consumer agency urged by TNEC

Creation of a special central consumer agency and a consumer standards board has been recommended to the Temporary National Economic Committee by Agriculture Consumer Counsel Donald Montgomery.

Houbigant introduces Translucid make-up

Heralding a "basic new idea" in cosmetics, Houbigant Sales Corp. has revealed first consumer promotion plans for its Translucid make-up line, marking the company's initial entry into this field under the Houbigant name. Announcement copy talks of "a sheer make-up for sheer beauty."

Translucid make-up is said to be the result of two years' research.

New friends in merchandising theme of Canadian T. C. M. A. meeting

The Toilet Goods Manufacturers Assn. of Canada enjoyed a stimulating address by Robert Chisholm of Gordon Mackay Co., Ltd., at its February monthly meeting in the Royal York Hotel, Toronto, on "New Friends in Merchandising." Fred Hodder was in charge of the meeting.



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... That accounts for the popularity of Interstate Colors.

No matter what your color requirements are, consult us. Our expert advice will prove of great value to you.

CHLOROPHYLL • SAPONINE

Mark Twain Said . . .

"Large Aches from Little Toe Corns grow"

Some of Kelton's largest customers today were little acorns not so many years ago. Their opening orders were hardly more than samples. Yet they received the same care and attention to detail as they do now.

The fact that they are increasingly enthusiastic each season makes us feel that we can serve you with equal satisfaction.

Why not write NOW (on your business letter-head) for sample Kelton Lipsticks, rouges, powder, mascara, eye shadow? There is no obligation to do more than test them. They have stood the test for years.

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Cosmetic Company

43 West 27th Street
New York, N. Y.

819 Santee Street
Los Angeles, Calif.

• Lipstick • Eye Shadow • Rouge • Mascara • Powder, etc.

JOSEPH L. STUMMER, Ph.G., B.Sc.
Consulting Chemist

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THE TOILET GOODS INDUSTRY

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Your inquiries are invited

